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WEEKLY BULLETIN



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DETROIT, MICH., JUNE 2, 1936

No. 22

ZONING

By Herbert L. Russell, Acting City Planner, and Secretary of the Detroit City Plan Commission;
a talk before the joint meeting of the Detroit Chapter of The American Institute of
Architects and the Michigan Society of Architects, Ann Arbor, May 22, 1936—

It would seem proper to lead to our subject of Zoning through its most logical channel, that of City Planning, because Zoning is one of the many phases of City Planning, and a very important one. In its most practical and serviceable operation City Planning is in reality an evaluating, correcting and coordinating agency; an evaluating agency in order to recognize the relative importance of each factor in Planning; a correcting agency in order to overcome the unnecessary waste and loss of former errors and mistakes; a coordinating agency in order to develop greatest efficiency. This procedure particularly as regards evaluating, involves a very dominant basic principle which is also common to architecture. The principle is so simple as to seem axiomatic, but it is also one of the easiest to forget or ignore. It is this, "giving matters of prime importance their proportionate consideration". It is with this principle definitely in mind that our subject of Zoning is introduced. Zoning has been and continues to be one of the most important phases of City Planning. City Planning has proven its right of existence by

Architects' Luncheon
INTERCOLLEGiate ALUMNI CLUB
13th Floor, Penobscot Building
Tuesday, June 2, 12:30 p. m.

the logic of necessity and practicable economics, but its legal right has been better developed through Zoning than in any other way.

Architects should be particularly interested in Zoning because it embodies several special appeals to their profession. In general terms, the legality of Zoning is based on health, safety, morals and general welfare. One important feature of common interest in this is sanitation. Architects have given this keen consideration, and have done much toward developing better principles of sanitation and of educating the people along this line. Another feature of common interest is in connection with light and air. This has received great impetus in the past few years which has resulted in a much better understanding and knowledge of very important value. It reflects somewhat upon all, that knowing comparatively little that we did we could not foresee

more of the potentialities of better light and air provisions in construction and of their relation to health, safety, morals and welfare. The sociologic aspect was largely responsible for this development and for the surveys which in turn disclosed the miserable conditions in tenement and congested districts. The result of these studies called for experiments, and now we know something more definite about how vital it is to have adequate provisions for light and air to safeguard the health, safety, morals and welfare of our people, and we also realize better how essential those light and air

Golf At Plumb Hollow

The Michigan Trade Golf Association will hold its next meet at Plumb Hollow Wednesday, June 3rd.

Architects, Engineers and Building Contractors are cordially invited to join us in this outing.

For reservations, call H. O. Nelson, RAND. 4162.

provisions are to the economic interests of a municipality.

Another feature of practical importance to architects is represented in one of the objectives in Zoning, namely; to effect a wholesome, sightly and economic civic development. There again your profession is largely responsible for the desired results. But even more than this, Zoning offers a fine, stimulating incentive that can mean much to the profession and to the public. I refer to that sound, enduring architectural principle proclaimed before the time of Christ by the noted Roman Architect Marcus Vitruvius Pollio who said that the architecture of a building should be expressive of its use.

(Continued on Page 3)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

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AMERICAN ARCHITECT AND ARCHITECTURE

Following the merging of The American Architect and Architecture Mr. H. H. Saylor, editor of Architecture writes as follows:

For many years past, people have been saying that there were too many architectural magazines. Most of us have admitted that fact, but, like Mark Twain's weather commentators, "did nothing about it." But now, something has been done about it, and, beginning with the June issue, Architecture and American architect are being merged, under

the title, AMERICAN ARCHITECT and ARCHITECTURE.

A combination of circumstances makes this possible, among them the fact that Charles Scribner's Sons have determined upon a policy of devoting their energies to book publishing—including archi-

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tectural books—rather than to the magazine form of service to the profession.

On the other hand, AMERICAN ARCHITECT, the oldest and most widely known of the professional architectural journals, is in the hands of an organization that concentrates all its energy and thought on magazine publishing. It has been, is now, and is to remain, a journal for the architectural profession. It does not aspire to interest the banker, the building manager, the real estate man or the layman. It is to be a journal made by architects for architects. Kenneth Stowell, who has been editing AMERICAN ARCHITECT, and I have long been close friends and have differed little if any in our editorial aims and our architectural beliefs and hopes. Together, with a large and well balanced editorial staff, we feel that we can now march directly forward, supported by an enthusiastic and powerful organization, to make a journal that the profession needs and should have.

The merger seems to me to be a constructive move in every sense of the word. I hope you will agree, and give us your blessing.

Cordially yours,
H. H. Saylor.

ZONING

(Continued from Page 1)

In Zoning this offers a multitude of variations for each different use, yet all of which can be in harmony with the individual site and setting. Zoning offers another interesting feature to the architectural profession. In compliance with the logic of less density of population, less congestion and civic confusion several buildings should be constructed throughout a definite area instead of one skyscraper. As a result, the architectural work would normally be better distributed and with greater possibilities of more sightly effects. The incentive for creative architectural genius is thus multiplied.

But before we go further in any attempt to discuss Zoning, it may be best to define it so that we may have a more common definite idea of just what Zoning embraces. Zoning can be defined as that function of civic planning by which comprehensive plan, method and procedure, a municipality or community is divided into districts or zones of such common unity of purpose, adaptability or use, as will most adequately provide for their best use—protect the common rights and interests in each zone—preserve the general rights and interests of all—assure stabilization and enhancement of worthy civic values and—secure improved, wholesome, sightly and harmonious economic results in growth and development.

Zoning was not a plan to foist something novel and untried upon the public, but rather a sound plan devised by experienced men, and that was proven in smaller areas and assured of successful operation over whole communities or cities, if given reasonable support and opportunity. It probably was first attempted before the public was sufficiently interested or informed. It is not difficult to understand why at first the general public looked upon Zoning with suspicion. The first sentence in most Zoning Ordinances began with, "An ordinance to regulate, limit and restrict . . ." Before one knew what it was all about, to be confronted with such

threatening penalties was enough to discourage further interest or support. People were not seeking or wanting more regulations, limitations, or restrictions, but were naturally on the defensive against such annoying threats. But, it is no more the objective of Zoning to regulate, limit and restrict, than it is to enslave, incarcerate, or punish in public education. Surely, discipline is necessary but it must be remembered that its penalties are meted out only to those who violate necessary provisions for the public benefit and welfare. The same is equally true in Zoning.

The real objectives in Zoning are to provide, protect, preserve and secure. It is because our public has become enlightened on these benefits that Zoning has made such progress. It is a tribute to Zoning that in spite of its adverse presentation and beginning, it is meeting with such general acceptance.

(Continued on Page 5)

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—D. M. Sidder, 9350-52 Jos. Campau. Bids opened contracts will be let soon.

Same.—Air conditioning contract on Federal Bldg. let to Simplex Engineering Co.

Same.—Aronsson Ptg. Co., 1536 West Lafayette Blvd. Bids opened, contracts will be let soon.

Same.—Preparing plans for 2,000 seat theatre and stores, Harper and Chalmers.

Same.—Bids closed April 16 on Rialto Theatre, Bay City. Figuring mechanical trades.

Same.—Westown Theatre, Fenkel and Wyoming. Architectural trades and mechanical trades, closed.

Same.—Preparing plans for two story and basement mercantile building, Grand River near Oakman Blvd.

Same.—Preparing plans for two story and basement mercantile building, 5444 Michigan Ave. Pantry Shop, owners.

Same.—Bids closed on alterations to Capitol Theatre, 17915 Vernor Highway West.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—1,200 seat theatre, Mt. Pleasant, Mich. Bids closed.

Same.—Plans for alt. to Theatre, Rochester, Mich.

Same.—Plans for 2,000 seat theatre, cor. Warren and Miller Road. Bids closed.

Same.—Plans for 1,200 seat theatre to be known as Northtown Theatre, located at 7 Mile Road and Van Dyke. 80x120, 2 shops. Offices on second floor.

Same.—One story attorney's office building, Michigan Ave., East Dearborn, 21x90. Stone front, wood panelling, cinder block, linoleum floors. Figures closed.

Same.—Preparing plans for remodeling of Gladwin Theatre, Detroit. Ready about June 1.

Same.—Plans for addition to Greenville High

School. Band room and hand ball court, 30x95', completed.

Same.—Plans for gym addition to school, Pin-one ning, Mich. Completed.

Same.—Plans for alteration and addition to theatre, Standish, Mich. Completed shortly.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Preparing plans for central heating plant for St. Anthony's Parish, Gratiot and Sheridan Aves.

Diehl, Geo. F., CH. 7268.—Preparing preliminary drawings on Warehouse No. 6. Six stories, 85x210.

Same.—Plans for one-story warehouse, 35x122 for Otten Bros. Co., east side of Richmond, north of East Grand Blvd. Bids due June 6.

Hughes, Talmage C., 120 Madison Ave., CH. 7660.—Residence, 17359 Parkside for Jos. A. Shulte. Plans being revised.

Same.—Residence for Francis D. Tait, Lot 44, Meadow Lane. Contract let soon.

Same.—Residence, Lot No. 30, Meadow Lane. Contract let soon.

Hyde, Arthur K., 318 Woodward-Blvd. Bldg., MA. 0803.—Preparing plans for residence, Bretton Drive, Rosedale Park.

Same.—Addition to Naval Armories—WPA project.

Hughes Talmage C.—Residence at S. E. cor. Balfour and Bremen for W. R. Anderson let as follows:

Excavating, Sam Cavallors; Masonry, M. W. Hubel; Framing, Stran Steel Corp.; first floor slab, John Alhola; Carpentry, Peter A. Kockx & Son; Plastering, Michael McGrath; Painting, Andrew Maglia associates; Glass Schroeder Paint and Glass Co.; Electrical, T. J. Watson; Sheet metal, J. H. Wallace; Tile, Radio Tile and Terrazzo Co.; Plumbing, S. T. Petoskey; Heating, Chevron Heater Corp.; Insulating, Air-O-Cel, Inc.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Residence, Oakman Blvd. Taking figures.

Same.—Revised plans on store building, Van Dyke and Harper. Contracts let about June 3.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Residence. Owner, L. H. Buhs. Location, Lockmoor Blvd. Gen'l con., let to Alfred Smith.

Same.—Residence for Herbert Trix, Fisher Road and Jefferson. Bids taken beginning June 1.

Kuni, Wm. H., CA. 8550—Taking figures on English residence, Magnolia Subdivision.

Same.—Taking figures on early American residence, Woodstock Ave.

Same.—Plans for English residence, Outer Drive, Grosse Pointe.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Preparing drawings for Detroit College of Law and Y. M. C. A. offices, Elizabeth St.

Merritt & Cole, 1111 Collingwood, LO. 2483—Contracts on res., Fisher Rd. Masonry—M. Huber, carpenter WK—Frank Faulkner.

O'Dell & Rowland, Associate Architects, Smith, Hinchman & Grylls, Engineers.—Remodeling of St. John's Church, corner of Woodward and Vernor Highway. Wrecking—Det. Underpinning Co.

O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—Swimming pool and bath house for Grosse Ile



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Country Club. Gen'l contract let to Barton-Malow Company.

Smith Hinckman & Grylls, 800 Marquette Bldg., RA. 8825.—Preparing plans for school for Children's Home, Mt. Clemens, Mich.

Same.—Office for Michigan Bell Telephone Co., Algonac, Mich. General—Hubardh & Schoet, Mt. Clemens.

Same.—Contracts for equipment for Public Lighting Commission Sub Stations, PWA Project, let.

Same.—Wrecking o fbuilding, S. E. corner Woodward and Elizabeth for L. K. Butler Estate. Contract let.

Tilds, Paul, 602 Hoffman Bldg., CA. 2610.—Residence with attached garage, 60x67, Palmer Woods. Figures closed.

Harry F. Weeks, Ferndale.—General contract for residence and garage for Clawson Realty Corp., let to O'Brien-Heinmiller, Inc., Birmingham.

Same.—Preparing plans for residence, Thirteen Mile Road and Telegraph Road.

Wright, D. Allen, LA 4572, 133 W. Gd. Blvd.—Taking figures on res., Tourainne Rd., Grosse Pte.

Same.—Contract on res., Ridge Rd., let to Ams. Barry-Meritt.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Remodeling front, Baldwin Theatre. Bids closed.

Same.—Plans completed June 5 on res. for Mr. Geo. Haggerty.

Same.—Figures on front for Farnum Theatre, Jos. Campau between Hanley and Jacobs, closed.

Same.—Alteration to 1444 Field Ave. changing from single to duplex. Bids closed.

Same.—New front, Frontenac Hotel, Monroe Ave. Bids closed.

ZONING

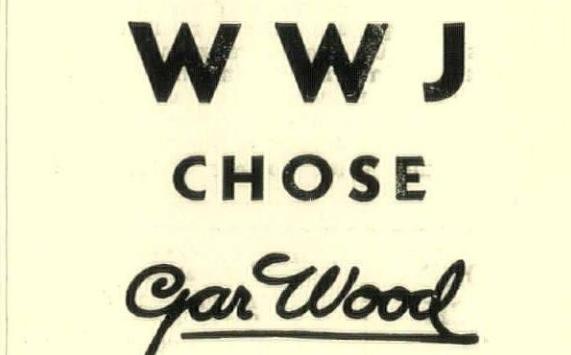
(Continued from Page 3)

It is a noteworthy and favorable proof of the value of Zoning that, in the twelve hundred and more municipalities operating for some years now under Zoning programs, none have repudiated zoning.

Zoning is needed for every municipality just as a home is needed for every family. In the same manner as detailed house plans are fittingly designed in harmony with the location, topography, environment, etc., of the home site, and to the family size, convenience, utility, peculiarities, etc., so also should a Zoning Ordinance be drafted so as to be adapted to the particular needs the natural and civic local conditions, contributive envirgnment, size, shape, economic structure, trends and development of each municipality. Its main purpose is public welfare and it is concerned in materials, construction and physical operations, only as they are involved in connection with human interests. It is civic in character and is a humanitarian, sociological and economic blend. (The value and merit of Zoning is manifest in both general and individual benefits. Among the general benefits, the following might be mentioned.)

Zoning is a most effective stabilizing factor in real estate. It has proven to be the most positive and assured method of securing permanency of restrictions and protection from harmful intrusions. This protection and security not only substantially stabilizes, but also appreciably enhances property values. This stabilization and enhancement of values means much to property owners and means much also in taxation assessments and in tax collections. Assessors are quite unanimous in advocating Zoning as a valuable asset to a city, and a potent factor in saving huge losses annually in real estate values.

Another source of great waste and loss that Zoning could largely eliminate is in our court costs. Our dockets are filled with a large number of cases arising from neighborhood disputes, non-conforming



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and harmful land uses, and damaging intrusions as a result of blight and changing trends. Each case represents both private and municipal expense. When multiplied by the large numbers of such cases, it results in an alarming needless annual waste and loss of money, time and effort. Our judges and others familiar with these facts are also staunch advocates of Zoning as being of real substantial economic value to our cities in these savings.

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Zoning might be termed Preventative Planning as it tends to prevent future troubles. Surveys and studies in slum districts and blighted areas have disclosed most surprising facts about the huge disproportionate cost of civic service there, as compared with other districts. When seen in its true light, a city really cannot afford to continue its slums and blight. It is the age old story of the uninformed public enduring needless oppression. Prevention is of greater value than remedy. Preventing a cancer is of much greater value than the surgical operation of removing one. Preventing neglect of maintenance, willful depreciation and obsolescence is much more economic than extensive repairing of properties. The stabilizing and enhancing value of Zoning is a material factor in preventing slums and blighted districts. Just as Zoning is an influence in slum and blight prevention, so also does it operate to preserve our land use from harmful and uneconomic trends. Such stabilization and preservation must, of necessity, be enhancing in character and of preventative value.

A more modern civic asset of Zoning is in connection with financial loans. The world-wide depression has caused our financiers to become much more conservative. The real value of Zoning is again demonstrated by the fact that our country's leading financial institutions are now increasingly hesitant in making major loans outside of zoned districts and municipalities. Unzoned cities have appreciably suffered in this respect. Lack of Zoning has been an additional handicap to their recovery because of the loss of substantial loans which could have stimulated building, increased employment and furthered sound recovery.

Zoning could very properly and consistently be termed one of the foremost civic Insurance Assets. Zoning provides for the best civic use of real property and of a sound economic relationship of land uses. It protects the common rights and interests within each zone. Each zone is a unit within itself and has common united intent, purposes and objectives. This adds to harmony, content and congenial community life. Zoning preserves the general and related interests of all, with the power, authority and support of the municipality, backed by the State and Federal Governments. It assures an enhancement of land, property, civic, social, cultural and moral values and secures improved health and sanitary conditions, more wholesome social and recreational environments, greater harmony and sightliness in construction and architectural effects, and increased economic efficiency in civic activities, operations and procedure. It thus represents a broad, comprehensive coverage policy of dependable civic insurance with a minimum of premium payment — a bargain in worthy insurance.

An attractive feature of Zoning is the fact that its adoption entails so little additional cost to the taxpayer. This cost is only a bookkeeping account because there really is no additional cost if compared with its benefits. The municipal organizations are such as to meet in large measure of most the Zoning requirements for proper operation. An addition of three persons on the City payroll will usually suffice.

Among the individual benefits of Zoning, the following might be mentioned:

Zoning is of very general value. It offers more

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individual benefits to taxpaying citizens than to others, and among these probably most to the home-owning citizen.

In selection of home sites or living quarters, the neighborhood environment and restrictions have prior consideration. Both environment and restrictions have so often been subject to change and violations that permanency of environment, restrictions and neighborhood advantages has become most essential. The permanency of restrictive protection is a valuable contribution of Zoning. It is generally conceded that no other method has so completely effected permanent protection to the property owner in this respect as has Zoning. There are but comparatively few living in restricted areas who, either themselves or their friends, have not realized some unwarranted and unfair violation of rights relative to property restrictions. Even those who have not suffered adverse reactions have been subject to this constant danger. Zoning affords not only real protection from property restriction violations, but also peace of mind from these constant threats.

A real personal value of municipal authority and protection is realized in Zoning. Lack of Zoning emphasizes this value. Without Zoning, when a citizen is threatened with nonconforming use or property restriction violations or nuisance, he is obliged, at his own expense, time and inconvenience, to defend and protect his interests. Many an injustice has been perpetrated because the defense has not had the means, or time to protect just rights. Under Zoning procedure this defense of personal rights, as also of group, zone, or community rights, is undertaken and maintained by and with municipal authority and expense.

The value of Zoning in its sociological effects is evidenced in the many social relationships. Our social interests are best conserved when and where our people live in an atmosphere and environment as nearly as possible in keeping with their own social, cultural and financial status. It needs no proof to be convincing that it is most conducive to good neighborliness, congenial relationships, and community spirit when those of a neighborhood or community have a reasonably similar standing in life. The Zoning of districts in harmony with this thought does accomplish much toward this end and is a strong influencing factor for real achievement.

The individual civic attitude is very favorably influenced by Zoning as the objectives are health, safety, morals and welfare. In the light of modern survey and disclosure, the subtle hidden human and physical losses, due to slum and blight, are found to be staggering. As a preventative against blight and slum, Zoning is doubly valuable, in that it converts a distinct liability into an asset. The dependable permanency of protection in property restric-

tions, backed by an active municipal authority to safeguard and maintain zoning benefits, instills a feeling of confidence and security from harmful, nonconforming intrusions. A more wholesome, healthy and congenial civic and social community relationship promotes an encouraging outlook, a promising insurance for the future, and makes for better citizenship.

Educating the public is a slow and sometimes tedious process. The average citizen is so engrossed in providing the necessities of life that little time is found for educational propaganda outside of immediate needs. The value of education by experience in Zoning however is in evidence in the general trend toward stricter and more exacting requirements. It is probable that Zoning could not have made such progress if at first attempted with all

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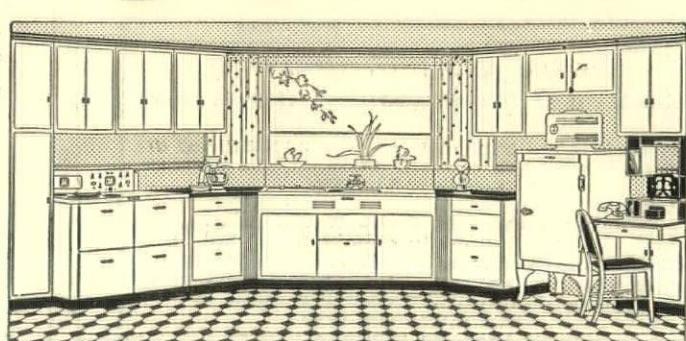
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the strictness that now is recommended. It is a splendid reassuring reaction that such recommendations come from those who have enjoyed moderate Zoning and then ask for more. In the long run more will be accomplished doubtless by the slower, but surer method of introducing Zoning in mild form and allowing the betterment changes to develop as a result of public experience and demand.

By this procedure, the following general changes or trends in Zoning have been manifest:

The total area zoned for single homes has been too small, not enough area is restricted to only two-family and duplex homes;

Too large areas are provided for large multiple residences or apartments;

Too much frontage is allowed for commercial purposes;

(To Be Concluded In Next Issue)

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George Brent in "Snowed Under"

WOMAN ARCHITECT GIVES VIEWS

The average woman's tendency to go around thinking "I am a woman!" is her biggest handicap professionally, a successful woman architect said today.

"In other words—the tendency to expect a little preference—like being helped on a street car," said Mrs. Verna Cook Salomonsky, who has her own architect's office and has designed more than 100 country houses.

Asked how it feels to be the only woman member of New York's Architectural league, Mrs. Salomonsky, who holds that title, said, "I never think of it! The question is, can I build a house?"

"There is nothing more fatal for a woman in a man's field than to go around thinking, 'I am a woman,'" she declared. "That is professional suicide."

Discussing women in architecture, Mrs. Salomonsky said: "The reason comparatively few are topnotchers is that it's awfully hard work. Sometimes you work two or three days or nights without stopping."

"I think only women with super-vitality can stand it."

Mrs. Salomonsky's late husband also was an architect, and her work improved vastly, she said, after she learned to keep house.

She was the first architect to do a house with a red door, in Scarsdale, N. Y. Since she built it, red doors have broken out like a rash.

ROGER ALLEN ON ARCHITECTURAL FORUM

Roger Allen, A.I.A. of Grand Rapids, who in addition to being an architect has won considerable fame as a writer, has been engaged by the Architectural Forum, and henceforth the entire outfit of his prolific pen will appear regularly in that publication.

While Roger is perhaps best known for his humorous pieces with an architectural twist, in a more serious vein his report of the A.I.A. Convention at Williamsburg will appear in the June Forum.

CONVENTION REPORT

Dear Talmage:

I went into the Chamberlin Hotel at Old Point Comfort where the Institute convention had its headquarters, and I said to a bell boy, "Where is the bar?"

"There ain't any," he says back to me.

As you can well imagine, I was incredulous. "Do not stand there and bandy epitaphs with me," I replied to the sable servitor. "Did my ancestors shed their blood like water to free YOUR ancestors that you should respond in this manner to a civil inquiry? Show me to the bar at once, or incur the bitter, devastating wrath of The Man Allen."

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"Honest, Captain, there ain't a bar in the whole state of Virginia; just package sales, Captain," he answered.

So it's come to the point where architects hold conventions in barless regions, has it, Talmage? A person lands in Old Point Comfort after driving all the way from Washington over roads that are under repair and arrives with his tongue hanging out so far that it entirely covers his necktie, or cravat, and when he puts his legs under a table what do they offer him? Hot bread and the mixed sea-food grill. Empires have fallen for less than this, Talmage. The more abundant life, huh? he asked with a bitter sneer.

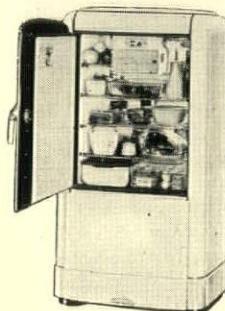
Not that I am in the habit of frequenting bars to excess. You know me. Very abstemious. I stick almost entirely to non-alcoholic drinks like brandy and benedictine, mixed; or a nice cold glass of buttermilk with just a dash of ketchup.

The convention meetings, after the first day, were at Williamsburg, which is conveniently situated 36 miles from Old Point Comfort. This is a good deal like coming to Detroit to attend a convention at Ypsilanti, although why anyone should attend a convention in Ypsilanti is a question, as few architects can even spell it, let alone attend a convention in it.

I am glad to say that I can tell you practically nothing about the business meetings as I have long since discovered that business meetings at architects' conventions won't do you a bit of harm if you are careful not to attend them. I was not a delegate, anyway; in fact, I was not even a member of the Institute as I had not yet been reinstated following a slight difference of opinion between me and the treasurer in re the payment of back dues. The treasurer won the argument; crime don't pay and neither does arguing with treasurers.

As a matter of fact, I attended the convention in my dual (or Dr. Jekyll) capacity as a journalist, as Mr. Kenneth Stowell, one of Nature's noblemen, had voluntarily offered to pay me to write an ac-

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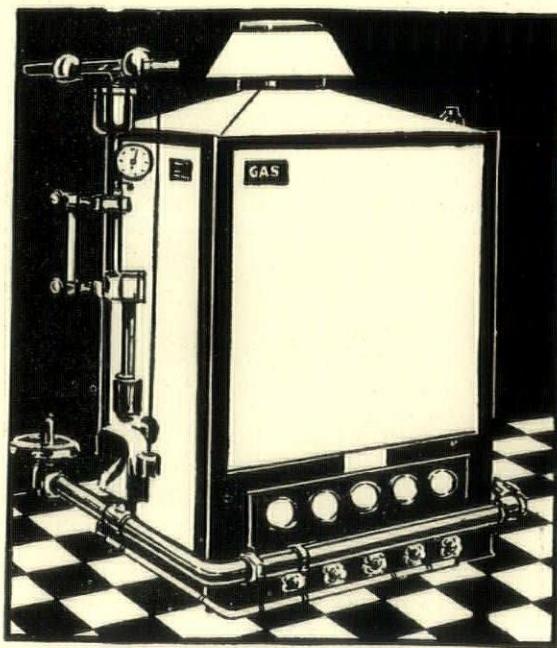
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count of the convention for the American Architect, which Mr. Stowell edits. I am glad to report that Messrs. Ditchy, Harley and Gabler represented the Detroit chapter in a gentlemanly and refined manner. No loud talking in the elevators or wearing each other's hats. All was dignified and respectable. You wouldn't have known them. I didn't see Branson Gamber as he arrived with Paul Marshall and Walter Pearl and Warren Rindge only the evening before I left. There is no truth in the report that Paul Marshall financed the trip by selling aluminum kitchenware to the natives en route. None of 'em would buy any.

Williamsburg is a lovely city for a description of which you can look elsewhere as I am more than somewhat tired of the subject, myself. I left the convention flat on Wednesday and drove to New York, where my wife was parked with my sister. That was where I Had Fun, Talmage.

For my part, I strongly favor having all Institute conventions in the future held in Jack Dempsey's restaurant, over on Eighth avenue. Or out on the middle of the George Washington Bridge, where the view is superb.

Before I forget it I must tell you that in the elevator lobby at the Chamberlin Hotel at Old Point there is a sign reading, "Chamberlin Gown Shop; Tailored Suits, Mourning, Riding Habits." No doubt this is the correct chronological order; she orders a tailored suit, the husband gets the bill and drops dead; she goes into mourning and then gradually takes to wearing riding habits and riding horse-

back, to forget. That's life for you, Talmage; here today and your widow wearing riding habits tomorrow. It makes a man think, doesn't it?

It will be impossible for anybody to make head or tail of the Institute convention without reading my account of it in *The American Architect*. Of course, it will be impossible for them to make head or tail of it AFTER reading my account; nevertheless, I trust every reader of your valued magazine will make the effort. Lots of writers permit themselves to be hampered by facts; not me, Talmage.

Respectfully,

ROGER ALLEN.

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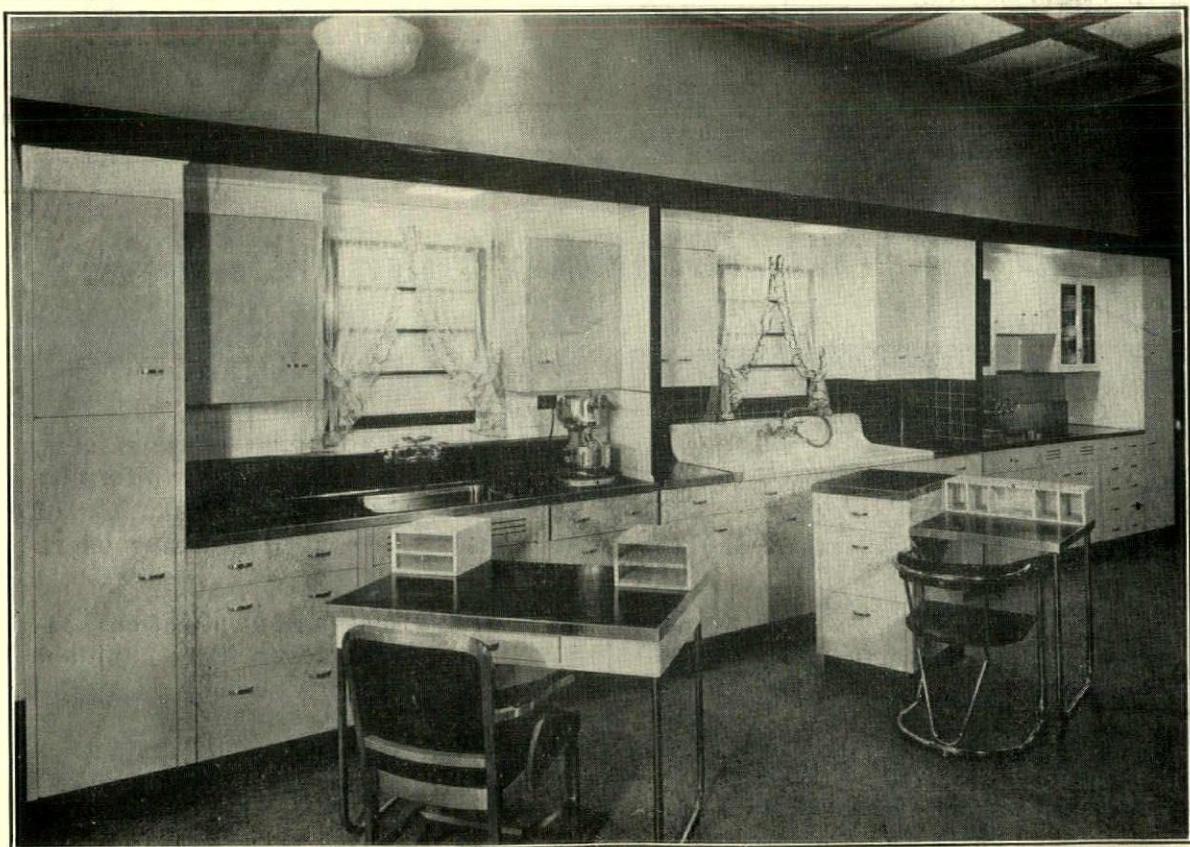
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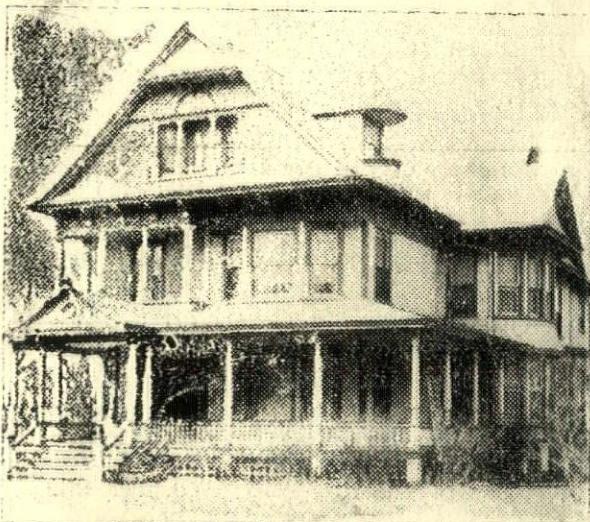
DETROIT, MICH, JUNE 9, 1936

No. 23

WPA WRITERS DISCOVER MICELESS HOME

ANN ARBOR.—Those pestiferous and mischievous rodents, known commonly as fields mice, were architects literally and figuratively, four decades ago. These nocturnal raiders determined the architectural plans of a large home in Fenton, Mich.

This strange "believe it or not" fact was discovered by research workers on a WPA Federal Writers' project in the archives of the School of Landscape Designing at the University of Michigan.



A. J. Phillips, pioneer manufacturer of wooden ware, had an aversion to field mice and a great desire to enjoy sound, undisturbed sleep. Thereby hangs a tale of a mouse-proof home which is still

in use and minus rodents although more than 40 years have passed since it was built.

Phillips knew his wood. He knew just to what depths a mouse would gnaw before giving it up as a bad job. He also knew that wood structure of a certain type was nearly sound proof. With this knowledge he planned his 12 room house. Carpenters and architects differed on the subject of sound-proofing. But, all agreed that a house of solid wood would be a solution to the field mouse problem.

Architects' Luncheon
INTERCOLLEGiate ALUMNI CLUB
13th Floor, Penobscot Building
Tuesday, June 9, 12:30 p. m.

The miceless home that followed, now a landmark in the village, has walls of solid hemlock, not log construction but 2x4 scantling spiked together and lapped at the corners. Laths were nailed to the inner side of the solid wall and plastered over; to the outer wall siding was attached.

The unusual, although practical, architecture in the home being not only mice-proof, but served to keep it warm in winter and cool in summer as well as dustless.

Now owned by J. Frank Algoe, of Fenton, its plans and specifications are regarded as unique in the development of architecture.

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Edited by E. J. Brunner

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SHIRLEY OWENS RESUMES PRACTICE

Shirley L. Owens has returned to the active practice of architecture in Dearborn. He is a graduate of the College of Architecture of the University of Michigan and is licensed to practice architecture in Michigan.

For a number of years Mr. Owens confined his activities in the architectural field to school buildings. He spent two years in the architectural research division of the Detroit Board of Education, Detroit. Later he opened an office in Dearborn but retired from practice during the inactive period of building.

Mr. Owens is secretary of the Dearborn City Plan Commission and was recently appointed a member of the committee to review the building and plumb-

ing codes of the City of Dearborn.

Residential architecture, especially the small house and low cost housing, has long been his hobby. He is instructor in domestic architecture and architectural drawing in the evening session at Wayne University.

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A vivid portrayal of the development of formed metal plumbing ware and the important part it is playing in bringing new style appeals and colors to bathrooms and kitchens is contained in an attractive brochure just issued by the Plumbing Ware Division of the Briggs Manufacturing Company of Detroit.

The brochure, which contains 40 pages in four colors, is a valuable addition to trade literature on the subject, and a useful handbook for plumbers, architects, contractors, home builders, realtors and insurance companies. The brochure contains numerous examples of model bathrooms and kitchens developed by the Briggs Department of Design and Color. Individual fixtures are shown in a wide diversity of colors and styles.

The brochure is entitled: "Personal Luxury in the Bathroom and Kitchen." The Briggs development is known as Brigsteel Beautyware.

ZONING

(Continued from Last Week)

Too great areas are allowed for both light and heavy industry.

In Harland Bartholomew's studies of 22 cities ranging from 8000 plus to 300,000 plus, the average percentage of land use was as follows:

Streets 33.6; Yards 39.33; Parks and Playgrounds 6.33; Public and Semi Public Areas 7.61; Industry 5.91; Railroad properties 5.50; and Commercial 2.38.

These percentages represent averages only, not the ideals. No ideal percentages could be set up as each city's best requirements are subject to many factors peculiar to the individual city. Trend changes might change the theoretic ideal for any city.

It might appear from this that nothing about Zoning is right. The proper interpretation, I believe, is that it presents further proof that a comparatively mild form of Zoning has been put into operation, which has prompted stricter Zoning. It also proves that all Zoning Ordinances should be elastic enough to provide for reasonable adjustments to the civic demands.

A new feature in Zoning was introduced at the last Annual City Planning Convention. In New Jersey, the heavy industry areas, were such as to be quite unfit for housing, and the proposed Zoning feature is that no Housing be allowed within these industrial areas. This surely seems consistent.

A new phase which holds some promise for Zoning is presented in Russell Van Nest Black's new book "Building Lines and Reservations for Future Streets."

Zoning introduced the establishment and protection of building lines under the police power, justified on the legal basis of being in the interests of public health, safety, morals and general welfare. This became a contention subject to legal attack but gradually there developed so strong an array of favorable court decisions as to provide firmly established authority. The new effort is to extend

this Zoning procedure under police power for the purpose of maintaining an unobstructed clear way for future street widenings when the public necessity for same has been officially approved.

If carefully and wisely administered, this method of procedure would be tremendously valuable and useful to cities. Many miles of undeveloped streets, with assured future widening needs, could be protected in the interests of both the abutting property owner and the general public, at tremendous savings to our taxpayers. Greatly needed street improvements in our built-up districts are abandoned because of prohibitive cost, and other less desirable streets are unduly benefitted. This is all economically wasteful and wrong. This newer use of police power may help solve the problem and relieve the taxpaying public from large unnecessary burdens.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—D. M. Sidder, 9350-52 Jos. Campau. Bids opened contracts will be let soon.

Same.—Aronsson Ptg. Co., 1536 West Lafayette Blvd. Bids opened, contracts will be let soon.

Same.—Preparing plans for 2,000 seat theatre and stores, Harper and Chalmers.

Same.—Bids closed on Rialto Theatre, Bay City. Figuring mechanical trades.

Same.—Westown Theatre, Finkel and Wyoming. Architectural trades and mechanical trades, closed.

Same.—Preparing plans for two story and basement mercantile building, Grand River near Oakman Blvd.

Same.—Preparing plans for two story and basement mercantile building, 5444 Michigan Ave. Pantry Shop, owners.

Same.—Bids closed on alterations to Capitol Theatre, 17915 Vernor Highway West.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—1,200 seat theatre, Mt. Pleasant, Mich. Bids closed.

Same.—Plans for alt. to Theatre, Rochester, Mich.

Same.—Plans for 2,000 seat theatre, cor. Warren and Miller Road. Bids due June 15.

Same.—General contract on Theatre, 7 Mile Rd. and Van Dyke, let to Board & Yates.

Same.—One story attorney's office building, Michigan Ave., East Dearborn, 21x90. Stone front, wood panelling, cinder block, linoleum floors. Figures closed.

Same.—Preparing plans for remodeling of Gladwin Theatre, Detroit. Ready soon.

Same.—Plans for addition to Greenville High School. Band room and hand ball court, 30x95', completed. Taking figures.

Same.—Plans for gym addition to school, Pin-

conning, Mich. Completed. Taking figures locally.

Same.—Plans for alteration and addition to theatre, Standish, Mich. Completed shortly.

Diehl, Geo. F., CH. 7268.—Preparing preliminary drawings on Warehouse No. 6. Six stories, 85x210.

Same.—Plans for one-story warehouse, 35x122 for Otten Bros. Co., east side of Richmond, north of East Grand Blvd. Bids closed.

Himler W. E. N., 1010 Donovan Bldg. RA. 4036—Bids closed on res. Huntington Woods, for Stewart Gayney.

Hughes, Talmage C., 120 Madison Ave., CH. 7660.—Residence, 17359 Parkside for Jos. A. Shulte. Taking figures on revised plans.

Same.—Residence for Francis D. Tait, Lot 44, Meadow Lane. Contracts let.

Same.—Residence, Lot No. 30, Meadow Lane. Contracts let.

Hyde, Arthur K., 318 Woodward-Blvd. Bldg., MA. 0803.—Preparing plans for residence, Bretton Drive, Rosedale Park.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Residence, Santa Barbara Drive. Taking figures.

Same.—Plans for 2 story res., Linwood and Grove. Ready June 9.

Same.—Revised plans on store building, Van Dyke and Harper. Contracts let soon.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—

Same.—Residence for Herbert Trix, Fisher Road and Jefferson. Bids due June 12.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Preparing drawings for Detroit College of Law and Y. M. C. A. offices, Elizabeth St.

Geo. Y. Masson, 1005 American Radiator Bldg.—Taking bids, by invitation, on 2 sty. frame res. 37x31 and 2 car frame garage. Bids close June 15. Location lot No. 192 West Side Weddington Rd., Bloomfield Village. Owner, Mr. Jones B. Shounon.

Smith Hinchman & Grylls, 800 Marquette Bldg., RA. 8825.—Preparing plans for school for Children's Home, Mt. Clemens, Mich..

Same.—Gen'l con. on School for Graduates' Studies—Horace H. Rackham Memorial, Ann Arbor, let to W. E. Wood Co.

Same.—Wrecking of fbuilding, S. E. corner Woodward and Elizabeth for L. K. Butler Estate. Contract let.

Tilds, Paul, 602 Hoffman Bldg., CA. 2610.—Residence with attached garage, 60x67, Palmer Woods. Figures closed.

Harry F. Weeks, Ferndale.—Preparing plans for residence, Thirteen Mile Road and Telegraph Road.

Weidmeir & Gay, 112 Madison Ave. RA. 1047.—Taking figures on res. 50x60, Sherwood Forest.

Same.—Taking figures on garage and Service Station, N. W. cor. Chicago Blvd. and Dexter.

Wright, D. Allen, LA 4572, 133 W. Gd. Blvd.—Bids closed on res., Touraine Rd., Grosse Pte.

Same.—Taking figures on res., Dearborn. Bids by invitation. Res. cor. Oakfield and Keeler. Owner taking figures.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Remodeling front, Baldwin Theatre. Bids closed.

Same.—Plans completed June 5 on res. for Mr. Geo. Haggerty.



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Same.—Figures on front for Farnum Theatre, Jos. Campau between Hanley and Jacobs, closed.

Same.—Alteration to 1444 Field Ave. changing from single to duplex. Bids closed.

Same.—New front, Frontenac Hotel, Monroe Ave. Bids closed.

NEW ZONING POSSIBILITIES

The value of education and experiences in Zoning is evidenced in the very general trend toward stricter and more exacting requirements. Doubtless Zoning could not have made such an imposing beginning if at first attempted with all the strictness that now is recommended.

The public cannot be justly criticized for hesitating to pioneer too extensively, especially along lines that involve questions of legality. Time and practical application has helped to solve most of the more troublesome Zoning problems. There will always be opportunities for improvement, but much has been accomplished by using the slower, but surer method of procedure and allowing the betterment changes to develop as a result of public education, sentiment and demand.

Zoning trends have pointed to several definite changing attitudes, all of which have been more restrictive. In general these trends may be expressed as follows: Too little area has been zoned to single homes, too little to two-family and duplex homes, too much to large multiple residence, too much to commercial business and too much to industry. Without some reasonable restrictive relationship of land-use areas, the land-use values cannot enhance or endure, even though other Zoning benefits may be realized. With full co-operation of realtors, subdivision interests, builders and financing interests, together with the City Officials and Departments, the many, millions of dollars of shrunken-below-real values could in time rise to reasonable levels and become fairly stabilized.

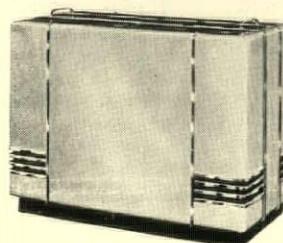
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Quoting from Mr. Black's Chapter on "Conclusions" is the following:

"From the tangled mass of evidence gathered, some general conclusions can be drawn. Where street reservation lines have been well established and intelligently preserved, they have resulted in great savings to communities concerned, with relatively little inconvenience to, or disturbance of, private property interests. The possibilities of this element of plan making and plan administration in securing public economics and in promoting the general public welfare are so large as to warrant strong and persistent effort toward evolving effective methods of using it and toward establishing the legality of those methods beyond question."

If carefully and wisely administrated, this method of procedure would be tremendously valuable and useful to Detroit. Many miles of undeveloped streets, with assured future widening needs, could

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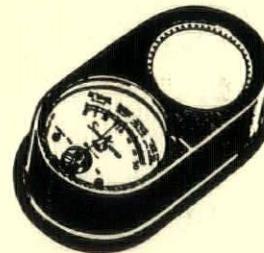
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NEW HOMES FOR MILLIONS

By COL. HORATIO B. HACKETT
Assistant Public Works Administrator

Even in the boom year of 1929, at least one-third of our urban families needed and could benefit from public housing.

Under the heading of non-farm families of two or more, the Brookings Institution in 1929 listed 21,700,000 in the United States. A third of this mounts to the sizable number of 7,200,000 for whom some form of public housing could be provided.

The Housing Division, from two years concentrated experience, has defined one type of public housing project, its application to various cities, its construction, and consequently the form of source of that subsidy has been almost uniquely the Federal Government.

Critics of our policy have jumped to the convenient if fallacious conclusion that the taxpayers of the country are paying 45 per cent of the tenants' rent in our projects. The truth of the matter is that the projects now under construction by the Housing Division will return \$13 over and above every \$10 allotted.

Local housing authorities are, as a rule, empowered to issue bonds for the construction of their projects. If they have been able to convince the body politic of the social and economic necessity for public housing, they should be able to market their bonds.

To start the ball rolling in cities which are not organized with authorities, the Federal Government must continue to play its present role, in other words, to extend the demonstration of public housing in a greater radius.

The continuation of this program depends on the enactment of national legislation. Senator Wagner has under consideration a bill which provides for such continuation upon a broader and more flexible basis than that under which the Housing Division now operates.

When it comes up for hearing in Committee it may be bitterly opposed by organizations, who feel that it offers a threat to their traditional business activities. I believe it is the responsibility of all those who understand the issues to clarify them for those who are misled by misstatements of fact or purpose, or who have used half digested facts to reach distorted conclusions.

(From an address at the National Public Housing Conference.)

IN NEW LOCATION

We have been informed that the INSULITE Co. has moved to larger offices at 6432 Cass Ave., corner of Milwaukee. The telephone is MADISON 6300. Carl Heym advises us that these offices are decorated with INSULITE TILE AND PLANK, and we suggest that you step in and look them over when in the neighborhood.

We have all met one or more of the "INSULITE GANG," but for your information here they are:

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AUSTIN A. HOWE

AUSTIN ALONZO HOWE, architect, died Tuesday, June 2, in the University Hospital, Ann Arbor.

Mr. Howe was 51 years old. Born in Buchanan, Mich., he studied architecture at Grand Rapids, Harvard University and in Paris. He lived in Detroit since 1928, becoming a registered architect in 1926. During the war, he served with the Engineering Corps, and the Food Administration. Mr. Howe was a member of the Architectural Faculty of the University of Michigan from 1927 to 1934. He had studied for a year in Paris at the Atelier Gromort, and after returning from war service abroad he was, for a number of years, employed in the Boston office of Cram, Goodhue & Ferguson and Parker, Thomas & Rice, and in the Detroit offices of Smith, Hinchman & Grylls, and Albert Kahn. Subsequently, he became an independent practitioner in Detroit. During the past two years, Mr. Howe has built up a considerable practice in domestic architecture. He was beloved by his colleagues and students who mourn his untimely passing.

The deceased was a member of the Michigan Society of Architects and had a host of friends in the profession.

The family home is at 144 North Marlborough Avenue, Detroit. Mr. Howe leaves Mrs. Lillian Howe; a son, Wallace; a daughter, Macy Jean; the mother, Mrs. George H. Howe, of Kalamazoo; and two sisters, Rose, of Chicago, and Mrs. Daisy Kilgour, Lincoln, Neb.

Services were held at 8 p. m. Thursday in the John E. DeKay funeral parlors at 10549 Jefferson avenue east. Burial took place at Kalamazoo.

THE NATIONAL HOUSE

Architect, New York City

The most important problem confronting industry in the United States today, and the greatest opportunity for reemployment and new employment in the country, is the production of houses. The housing industry is stalled in the ruts and mud holes of the "horse and buggy" age. To pull it out and place it on the smooth highway of efficiency, economy and practical modern utility, antiquated methods of construction must be abandoned, and use must be made of modern materials and modern methods of production, in a new construction.

For centuries, the same limited number of materials have been used in the building of houses. Bricks, stone and lumber comprise the principal items. In recent years, synthetic products have been developed in great variety imitating these principal items, and there has been a vast amount of experimenting in the effort to produce practical and efficient houses in which these materials might be used. Except in a very limited number of buildings, the basic materials have been the same—bricks, stone and lumber. To these, this constantly increasing variety of new materials have been applied, in ever more complicated combinations, nullifying largely the qualities of the basic materials, and rendering less permanent the entire structure. Differences in expansion, contraction, absorption of moisture, conductivity of heat, and other varying factors inherent to the several materials so combined, have been disregarded in most instances, with the result that efforts to produce the so-called "pre-fabricated" house, in many instances, have failed, because of the lack of comprehension of these factors, and lack of architectural knowledge and experience on the part of those who expended effort and money in the attempt to produce efficient, modern and low cost houses.

In comparatively recent years, steel has been developed as a basic building material. Not only has it been developed, but today steel is unquestioned as the material offering more strength and more durable surface for the dollar, if properly formed for the purpose to be served, than any other building material. This fact is attested by its universal use wherever a mighty bridge flings its span, or a skyscraper reaches toward the clouds. With steel, the architect in recent years, has been able to enter into new fields of construction heretofore impossible. The use of steel as a basic material for house construction was inevitable.

Prior to the depression, an era of house building and mortgage financing, saw hundreds of thousands of homes erected at excessive costs for labor and material, and financed at high interest rates, with expensive short-term mortgages.

Unfortunately, multitudes of individual home owners suffered when the dirty water was squeezed out as a result of the depression. Many were rescued by the Home Owners Loan Corporation, but from 1929 until 1933, due to the scarcity of mortgage funds, there was practically no building. A shortage of several million houses now exists, and the Federal government, recognizing the needs of financing on a sound basis, to relieve this shortage, has established the system of insuring loans through the Federal Housing Administration.

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Reduction in the income of the average family makes low cost housing a necessity. For years I have recognized and studied the disadvantages of combining a number of various materials in the construction of a house, and when I was called upon to join in the development of a low cost house for National Houses, Inc., it was obvious to me that no substantial reduction in cost, or improvements in quality, could be obtained by following standard methods of using ordinarily accepted building materials. So I planned to utilize the one basic material, which, in my opinion, is best suited to the production of modern, livable and economical house assembly. By using steel for exterior walls, frames, interior partitions, floors, ceilings and roofs, many objectionable factors, affecting construction, are eliminated, and the only other important material needed for the house is insulation. In the National house, the insulation consists of expanded Mica for the walls, floors and roofs. Steel panels 2' and 4'

wide comprise the units of building construction and make it possible to assemble an infinite variety of non-standardized houses, in which the arrangement and equipment may be included to suit the taste and requirements of the individual owner.

Throughout the nation, many other attempts are being made to produce practical low cost houses. Some of them offer splendid prospects of success, and it is my sincere belief that within a very few years, there will arise from the numerous activities, a few outstanding companies, operating nationally, along the lines of automobile production and assembly, and supplying an appreciable portion of the need for modern houses. I do not believe that the steel house will immediately revolutionize the housing industry. Houses of other materials will continue to be built; but just as the automobile gradually eliminated the horse for economical, low-cost transportation, so will the steel house gradually attain its proper position in supplying the need for homes.

In order that steel might be introduced successfully as practical material for use in the assembly of houses, it has been necessary to make the material available in a practical manner and in a form easily obtainable for immediate inclusion in the assembly of a building, just as other materials are immediately available for such use. Just as timber and clay must be made into lumber and bricks, and as stone must be quarried into usable shapes and sizes, so must this other material, steel, be made available in shapes and parts, "pre-fabricated" and ready for use in building construction. Years of research have demonstrated that steel can best be included in the assembly of houses in the form of panels, which are in effect, merely units for building construction, just as bricks and lumber are units for building construction. More than 2½ years of actual occupancy of experimental houses, are behind the National house.

In order that houses of an entirely new material and different of design from the ordinary house might be accepted by the public, it was deemed to be essential that many of the objectionable features heretofore associated with "pre-fabricated" houses, should be overcome. "Eye-appeal" was necessary. As in all architecture, beauty and attractiveness lie in the proper correlation of materials, construction, finish and design. If these fundamentals are right, attractiveness and beauty become an inherent part of the structure. In National houses there has been embodied the best that could be included along each of these lines. It is believed that the result justifies the statement that National houses afford a new and complete type of architecture distinctive in appearance, practical in its utilitarian aspects, and offering to the American public, comfortable, livable homes utilizing modern efficiency in construction and assembly and modern materials especially suited to the needs of present day family life.

—The Charet

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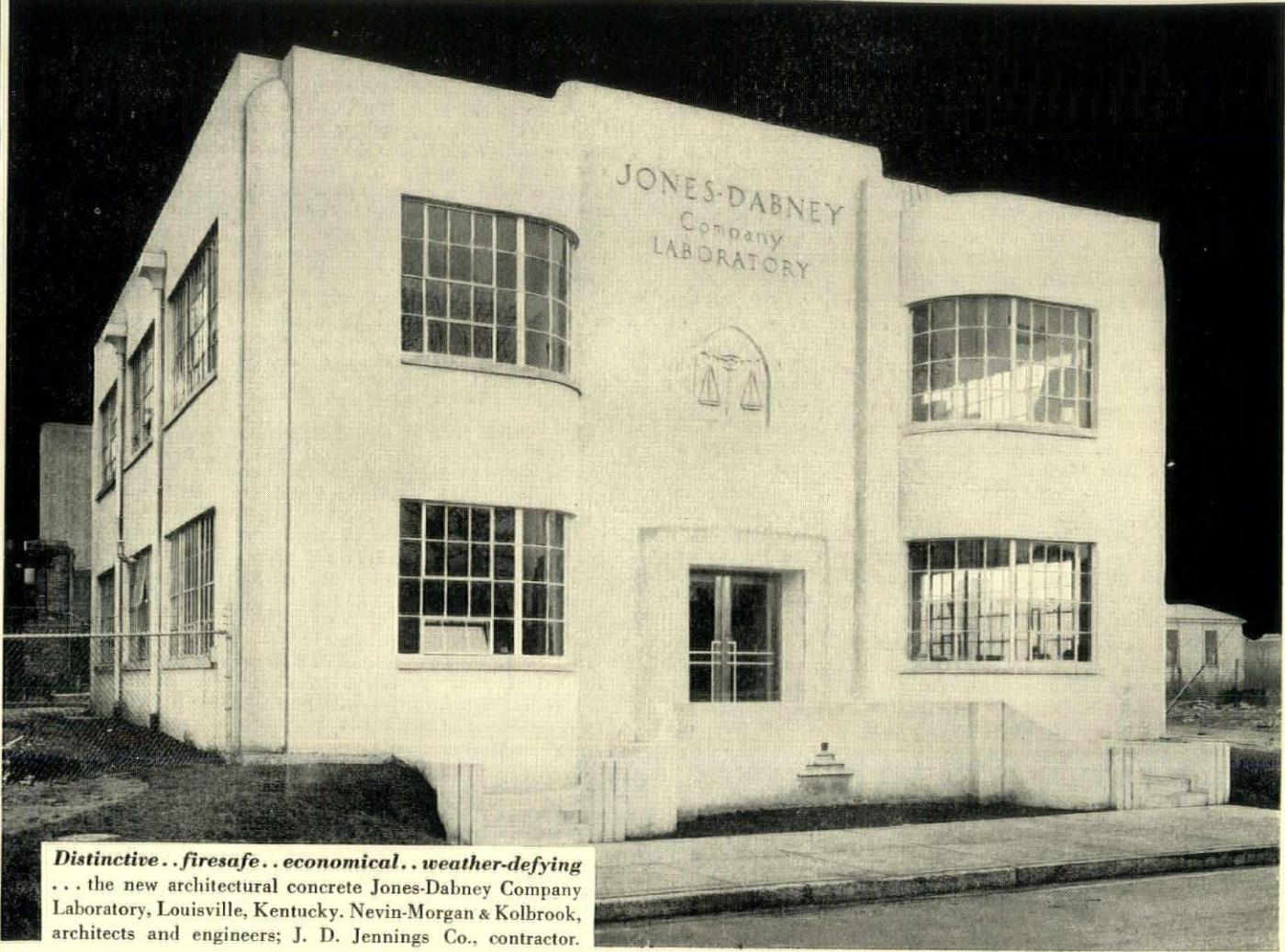
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COUNTY RESIDENTS CAN LEARN BUILDING TRADE

From Ann Arbor Post-Tribune

Through the efforts of Ivan N. Cuthbert, Ann Arbor architect and engineer, the University of Michigan extension division is setting a precedent in offering practical instruction to carpenters, masons, plasterers, heating contractors and other members of the building trades.

When the course in building trades opens for the second semester Monday night in room 231 of Angell hall, it will mark the third successful attempt to give practical instruction at a low cost in what Mr. Cuthbert calls "the neglected vocation." The serious slump in the building industry of the past few years, he points out, has discouraged instruction in that phase of work, and something is needed to revive it.

Last semester 18 residents of the county, including several from Ypsilanti, Ann Arbor and Saline and a number from the rural sections, took the course offered by Mr. Cuthbert through the extension division. A large enrollment is anticipated for the series of 16 weekly classes starting Monday night.

The course here is the first of its kind ever offered by the department and also is the lowest priced course ever offered; the fee is one dollar a semester. From 7 to 8 o'clock a general lecture will be given; it is considered of special value to those who are

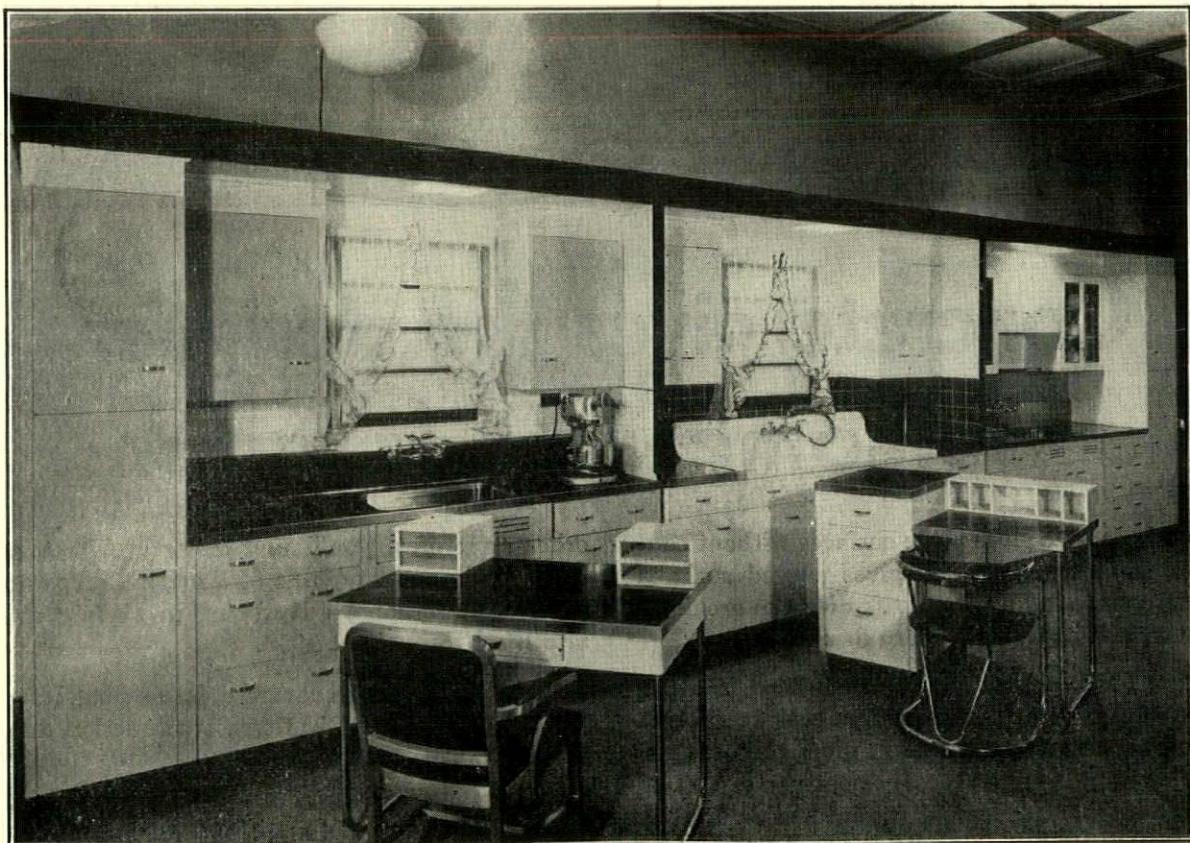
interested in the planning or remodeling of their residences, to those connected with the maintenance of building and to real estate operators. From 8 until 9 o'clock, the course will consist of practical instruction and a period of questions relating to the building trade.

Mr. Cuthbert, a graduate of the electrical engineering department and specialist in all branches of the building industry, donates his time to the project. He first became interested in the work a year ago.

RENTS IN RUSSIA BASED ON TENANT'S EARNINGS

From Ann Arbor Post-Tribune

In Soviet Russia rents are adjusted to the income of a tenant, moving up or down with changes in his earning capacity. If the head of a family is a pensioner the landlord must consider that fact and the amount of the pension received will fix the amount of rent to be paid no matter what the tenant had been paying. As men are pensioned at sixty years and women at fifty-five, particularly if they have been engaged in hazardous work, there are a large number of tenants on the pension list. They are retired from active service on a pension of from 50 to 60 per cent of the wage received during their last year in active service. This means that the rent these families will pay after retiring is cut 50 to 60 per cent of the former rate.



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THE ARCHITECT MUST RESIST USURPATION

While architects have not had a New Deal, their professional place is very generally accepted by the public, both in residential and industrial building work. In the "horse and buggy" age, it was common practice to construct different kinds of buildings without the service of architects. Happily, this is not true today and advancement in education and State registration of architects has raised their practice to a high plane.

The advice "consult an architect" frequently seen in newspaper and magazine articles and in paid advertisements and literature of manufacturers, is but one indication of the acceptance. Another important indication is that many insurance companies and building and loan associations do not make building loans unless an architect is engaged for the operation. It is now commonly accepted that residential and industrial buildings have a greater sale value if architects' services have been used, and the time may arrive when a statement from an architect certifying that the building was planned and the construction supervised by him, will be a necessary document in the sale of the property.

In view of these facts, it is surprising to find some contractors and building material producers still resorting to "horse and buggy" methods and taking advantage of the depression to secure the services of architectural draftsmen to render architectural services for small compensation. In some cases the illegal practice of having a licensed architect stamp the plans is being resorted to.

These concerns seems to lose sight of the fact that one of their valuable assets should be to cultivate good will among architects, instead of subjecting them to unfair competition, and that the added business to be gained by their methods is small compared to the amount they may lose when the facts are made known to the profession.

An architectural firm having a large practice in store front modernization and remodeling has advised that its business has been considerably curtailed by glass manufacturers furnishing free drawings and specifications of not only the glass work but also of the accompanying work in other materials. There are many large manufacturing concerns that encroach on the architect's province—firms that solicit business from the architect—and for their own building programs hire a draftsman and do their planning.

A national paint manufacturer is doing just this in the Chicago vicinity at the present time. Another case is a large corporation allied with a building supply manufacturer that does all of its

Architects' Luncheon
INTERCOLLEGiate ALUMNI CLUB
13th Floor, Penobscot Building
Tuesday, June 16th, 12:30 p. m.

own planning of branch stores and buildings. Such companies surely are not entitled to consideration of their materials by the architect.

Much work has been lost to the profession by elevator companies selling direct to the owner new

COLLEGE ALUMNI MEETING

The Annual Meeting of the Architectural Alumni of the College of Architecture, University of Michigan, will be held in the Library at the College at 2:30 P. M. Saturday, June 20th. Commencement exercises of the University occur at 5 o'clock of the same day.

and modernizing equipment and having doors and eabs designed by a manufacturer. Escalator installations have been made involving major changes in the structure of the building without architectural services.

(Continued on Page 7)

ANN ARBOR ARCHITECTS GOLF OUTING

The Ann Arbor Society of Architects will hold a golf and dinner outing at the Washtenaw Country Club on June 23rd. Golfing will start at 2:30 P. M. There will be bridge for non golfers. A few contractors and material men will attend.

The Society extends an invitation to all architects wishing to come out for a good time. Those interested should get in touch with Carl J. Rudine, 610-11 Wolverine Building, Ann Arbor.

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Edited by E. J. Brunner

GOLF and GET-TO-GETHER DINNER, JUNE 17

Architects and Builders and Traders June Golf Outing

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Bill Seeley of Western Waterproofing Company, the golf chairman of the Builders and Traders Exchange has guaranteed the weather—perfect for golf and the course is in fine shape.

Jack Gowan of Banbrook-Gowan winner of the trophy cup in the May outing will surely be at this meeting to make a keynote and nominating speech which will effectively shove the cup into the hands of the June winner.

Albert Beever of Beever Plastering Company, president of the Builders' and Traders' Exchange and other notables will be on hand and mingle freely with the crowd.

The price for this whole great Interlude will be \$2.25 which will take care of golf, dinner and prizes. Many a good man who can not or does not or will not play golf will be there for the dinner and attendant good time.

TECHNOLOGICAL ADVANCES WILL GUIDE BUILDING

Editor Claims New Methods Will Triumph Over Sentiment

Claiming that technological advance in the planning, constructing and equipment of homes will triumph for the first time over sentimental considerations, Howard Myers, editor of the Architectural Forum, predicts that modern architectural approach will come into its own in the coming period of intensive residential building.

"There is a great deal more to the revival of home building than a sentimental urge," Mr. Myers states.

"People today realize that during the past four years there have been practically no new houses built, and they realize that the architects and the builders and the technicians have been working on

this problem so that as we now approach what promises to be the greatest period of home building in history, the public is assured of getting for its money a better house than ever in the past.

"A great many new ideas have been developed, ideas involving the planning of a home, its construction, so that it will be more rigid and proof against the weather, fire and other factors, its appearance, its equipment, its financing.

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"We do mean a new approach, a new philosophy of what a house should be. The architect who truly works in modern architecture simply takes advantage of the things we have learned about the way people live and the things we have learned about how best to use the most available and efficient building materials and equipment."

"Modern architecture must start with the plan and the plan must start with a considered analysis of the functions each part of the house is designed to play. Once these matters have been successfully solved, the exterior appearance of the house practically works itself out."

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June fourth
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Mr. E. B. Fauquier, Business Mgr.,
Michigan Society of Architects',
Weekly Bulletin,
Detroit, Mich.

My dear Mr. Fauquier:

In this business world of ours it seems that, as a rule, everybody always has the old hammer out and ready to use at the least provocation and seldom do we hear of anybody going out of their way to give the other fellow a little encouragement or boost.

I am writing this to let you know that since our advertisement has been running in the Architects' Bulletin we have been fortunate enough to secure the work from sixteen architects, builders and stone masons who have read our advertisement and who are connected with your guild.

I take this opportunity of thanking you for your co-operation and feel certain that our advertisement has materially helped me in securing this work for Mr. Tebbs.

Very sincerely yours,
Belle LaRose
Detroit Representative
ROBERT W. TEBBS,
PHOTOGRAPHER

P.S. You may use this letter in any way you may see fit. Incidentally, Mr. Tebbs will be here in about two weeks.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—D. M. Sidder, 9350-52 Jos. Campau. Bids opened contracts will be let soon.

Same.—Aronsson Ptg. Co., 1536 West Lafayette Blvd. Bids opened, contracts will be let soon.

Same.—Preparing plans for 2,000 seat theatre and stores, Harper and Chalmers.

Same.—Bids closed on Rialto Theatre, Bay City. Figuring mechanical trades.

Same.—Westown Theatre, Fenkel and Wyoming. Architectural trades and mechanical trades, closed.

Same.—Preparing plans for two story and basement mercantile building, Grand River near Oakman Blvd.

Same.—Preparing plans for two story and basement mercantile building, 5444 Michigan Ave. Pansy Shop, owners.

Same.—Bids closed on alterations to Capitol Theatre, 17915 Vernor Highway West.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—1,200 seat theatre, Mt. Pleasant, Mich. Bids closed.

Same.—Plans for alt. to Theatre, Rochester, Mich.

Same.—Plans for 2,000 seat theatre, cor. Warren and Miller Road. Bids due June 15.

Same.—One story attorney's office building, Michigan Ave., East Dearborn, 21x90. Stone front, wood panelling, cinder block, linoleum floors. Figures closed.

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Same.—Preparing plans for remodeling of Gladwin Theatre, Detroit. Ready soon.

Same.—Plans for addition to Greenville High School. Band room and hand ball court, 30x95', completed. Taking figures.

Same.—Plans for alteration and addition to theatre, Standish, Mich. Completed shortly.

Diehl, Geo. F., CH. 7268.—Preparing preliminary drawings on Warehouse No. 6. Six stories, 85x210.

Same.—Plans for one-story warehouse, 35x122 for Otten Bros. Co., east side of Richmond, north of East Grand Blvd. Bids closed.

Haas, Geo. J.; Hughes, Talmage C., Associates, 120 Madison Ave., CH. 7660.—Preparing plans for 2 story and basement store and apartment, 20x50. Solid brick, Stran-Steel joists and partitions, structural glass front. North side Mack Ave. between Yorkshire and Bishop. Owner, Van Park Cleaners. Ready for sub bids about one week.

Hughes, Talmage C., 120 Madison Ave., CH. 7660.—Residence, 17359 Parkside for Jos. A. Shulte. Taking figures on revised plans.

Same.—Contracts on residence for Francis D. Tait at 12 Meadow Lane let as follows: Masonry, Mear Pesamasco; carpentry, I. H. Williams; plastering, Vincent Pollaccia; painting, J. Whitmore; glass, Schroeder Paint & Glass Co.; sheet metal, J. H. Wallace & Son; tile, Aldino Fabbri; plumbing, H. Buckeridge & Son; heating, Gar Wood Industries; electrical, Robert Johnston.

Same.—House at 44 Meadow Lane: Excavating let to Sam Cavalloro; plumbing, Simons-Sporer Co.

Hunter, W. E. N., 1010 Donovan Bldg., RA. 4036.—Bids closed on res. Huntington Woods, for Stewart Gayney.

Hyde, Arthur K., 318 Woodward-Blvd. Bldg., MA. 0803.—Preparing plans for residence, Bretton Drive, Rosedale Park.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Residence, Santa Barbara Drive. Taking figures.

Same.—Plans for 2 story res., Linwood and Grove. Ready June 9.

Same.—Revised plans on store building, Van Dyke and Harper. Contracts let soon.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Same.—Residence for Herbert Trix, Fisher Road and Jefferson. Bids due June 12.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Preparing drawings for Detroit College of Law and Y. M. C. A. offices, Elizabeth St.

Geo. Y. Masson, 1005 American Radiator Bldg.—Taking bids, by invitation, on 2 sty. frame res. 37x31 and 2 car frame garage. Bids close June 15. Location lot No. 192 West Side Weddington Rd., Bloomfield Village. Owner, Mr. Jones B. Shounon.

Mildner & Eisen, 924 Hammond-Bldg., RA. 0828.—General contract on bottling plant for Kopitz-Melchers, Inc. let to Geo. W. Auch Co.

Smith Hinckman & Grylls, 800 Marquette Bldg., RA. 8825.—Preparing plans for school for Children's Home, Mt. Clemens, Mich.

Same.—Wrecking of building, S. E. corner Woodward and Elizabeth for L. K. Butler Estate. Contract let. Plans being completed.

Thornton, Jno C.; Hughes, Talmage C., 120 Madison Ave., CH. 7660.—Contract for under-ground sprinklers on residence for Dr. Jno. M. Carter, Ren-

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frew Road, Sherwood Forest let to Brooks Lawn Sprinkling System.

Tilds, Paul, 602 Hoffman Bldg., CA. 2610.—Residence with attached garage, Oakman Blvd. Figures by invitation.

Weeks, Harry F., 133 E. Dreyton, Ferndale.—Taking figures on frame residence and garage, 13 Mile Road east of Telegraph Road.

Weidmeir & Gay, 112 Madison Ave. RA. 1047.—Taking figures on res. 50x60, Sherwood Forest.

Same.—Taking figures on garage and Service Station, N. W. cor. Chicago Blvd. and Dexter.

Wright, D. Allen, LA 4572, 133 W. Gd. Blvd.—Bids closed on res., Tourainne Rd., Grosse Pte.

Same.—Taking figures on res., Dearborn. Bids by invitation. Res. cor. Oakfield and Keeler. Owner taking figures.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Remodeling front, Baldwin Theatre. Contract let soon.

Same.—Residence for Mr. Geo. Haggerty. Taking figures.

Same.—Figures on front for Farnum Theatre, Jos. Campau between Hanley and Jacobs, closed.

Same.—Alteration to 1444 Field Ave. changing from single to duplex. Bids closed.

Same.—New front, Frontenac Hotel, Monroe Ave. Bids closed. Held up.

STEEL HOUSES

Prefabricated houses, the parts of which are turned out by mass production methods, frequently are mentioned as an expected development of the near future. Alfred P. Sloan, Jr., president of General Motors Corp., in a recent speech expressed the opinion that ultimate solution of the housing problem will be found in factory manufacture of finished building components that can be assembled on the job quickly and with common tools.

In Pittsburgh, for demonstration purposes, an all-steel house recently was completed for occu-

pancy in 10 days after the first beam was laid. The standardized sections simply are "buttoned" together. Additional space can be provided at any time by bolting on one or more rooms.

The ready-built house is not a new conception. A generation ago the prediction freely was made that buying houses "knocked down" and assembling them on building sites would take the place of all other building methods.

The all-steel prefabricated house as yet has of-

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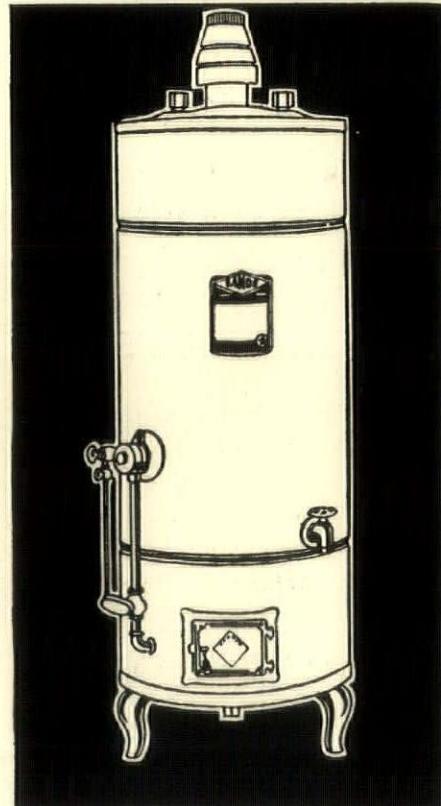
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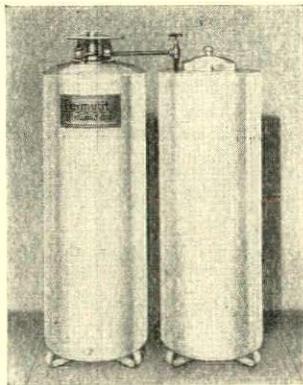
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ferred no serious competition for the local carpenters and masons. But methods are perfected rapidly nowadays and the resources of the great automobile and steel plants are formidable. Should they succeed in offering desirable houses at large savings to would-be homeowners, their achievement would bring about revolutionary changes in the entire building industry.

The only hope of survival of the local craftsman and the independent architect would lie in the preference many will have for individuality in dwelling house design. The homeowner will not get the same pride out of saying, "My house is the '36 model at the end of the street" that he would in explaining, "I planned every stick of this place myself and told the builders where to put it." —The Detroit News.

COMMERCIAL PROPERTIES

One of the chief elements of value of business frontage has been expressed in terms of the volume in numbers of people who pass the property. This appears logical and doubtless has held reasonably true throughout the past. Modern commercial frontage values were apparently based on the total potential volume of people that could pass the site. Modern conditions have injected some new factors, however, which may in some measure change the logic and the results as expressed.

Under the past methods of transportation, being enabled to pass a place of business presented substantial possibilities of transacting business there. The display of goods has been a useful attraction. Traffic was such that passers-by could and would respond to business appeal.

Modern commercial frontage along our main thoroughfares is at present handicapped by the congestion of traffic. With the speed and congestion of traffic there is scant opportunity for observing commercial displays. Another handicap also faces these commercial interests. The whole roadway seems required for the traffic needs, which allows no parking facilities for customers.

The modern trend is definitely toward private parking provisions. The less desirable commercial locations, with parking accommodations, are successfully competing with the best business locations without such provisions.

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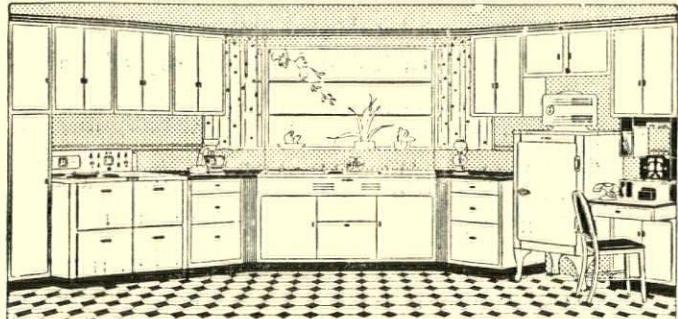
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A serious and complicated problem in Planning is here presented. The volume of people who pass a property and the potential number who can pass a property are quite different, and are influenced by many "if" possibilities. The potential number who can pass and the potential number who may be attracted and enabled to transact business, is also increasingly different.

There is demand for less congestion, particularly in commercial districts. Main thoroughfare parking contributes much to congestion. The value of traffic to commercial interests is in proportion to its volume, until the volume is such as to cause annoying congestion, from three on it reacts adversely.

There is demand for more and better facilities for private potential-customer-parking. There are many new ideas and suggestions along this line. Through some of these, there appears to lie some hope of maintaining proper values in the well-situated and long established commercial streets.—The Planner.

THE ARCHITECTS MUST RESIST USURPATION

(Continued from Page 1)

The ends to which material manufacturers will go in the matter of furnishing architectural services can best be illustrated by quoting several letters which are on file in the secretary's office. The first letter is written on what is apparently a letterhead of a national building supply company. The letter is addressed to one of our members.

"Dear Sir: As a building manager, trustee or receiver, you are vitally interested in maintaining your buildings for 100% occupancy at a minimum cost.

We have been contracting and executing general building reconditioning in all its various phases for the past forty years, and can meet your every requirement, no matter how small or large, speedily, efficiently and to your entire satisfaction.

FULL ARCHITECTURAL SERVICE AND COUNSEL REGARDING ANY TYPE OF BUILDING, REMODELING OR ALTERATION WILL BE FURNISHED.

In contacting us you incur no obligation whatsoever, and we will give immediate attention to your inquiries. References furnished on request.

Respectfully yours,
All designs by (Manufacturer's Name) for
every architectural need."

The building supply company was communicated with and they sent the Society a copy of their letter to their Chicago Manager. We quote:

"We were very much disturbed to receive in this morning's mail a letter addressed by your company on our letterhead, supposedly to contractors, but THROUGH ERROR NO DOUBT, ONE OF THESE WAS RECEIVED BY AN ARCHITECT. In your letter you propose to do contracting and general building reconditioning and offer your 'full architectural service and counsel' in connection with this remodeling.

As you undoubtedly know, this company has enjoyed the confidence of the architects throughout the country for a good many years and we have always worked with them, and it is not our intention to have this letterhead show-

ing (manufacturer's name) cuts and designs used in this manner because of the unfavorable reaction on the part of the architects as a whole.

Will you, therefore, please cease advertising full architectural service and counsel, with our request that you work through the architects.

May we hear from you?

Very truly yours,"

From the above letter, particularly that part

S P E C I F I C A T I O N S

Accurately typed in my office or yours.

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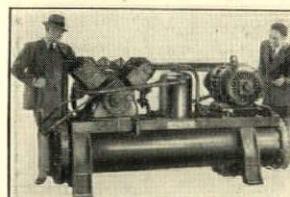
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which we have capitalized, the manufacturer seems to feel that his only error was that one of the letters was received by an architect. However, we think good has been accomplished in this case and that the manufacturer's prompt action in the matter is commendable.

Letters and advertising of this sort are sought by the Society from its members.—*Monthly Bulletin, Illinois Society of Architects.*

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JUNE 21—22

Two Days Only

Walter Huston as "RHODES"
the Empire Builder

Dear Talmage:—

So I'm going to have trouble with you, am I? Let me tell you something, my fair weather friend, you will be very lucky if I don't go get me a cheap lawyer and start suing you for libel, barratry, misprision and *nol contendre*. These are all the legal phrases I can think of at the time or there would be more.

Here I am, minding my own business (it makes a nice change for me) and along comes the Bulletin for June 2 with an article headed "Roger Allen on Architectural Forum" which says that:

Roger Allen, A.I.A. of Grand Rapids, who in addition to being an architect has won considerable fame as a writer, has been engaged by the Architectural Forum, and henceforth the entire outfit of his prolific pen will appear regularly in that publication.

While Roger is perhaps best known for his humorous pieces with an architectural twist, in a more serious vein his report of the A.I.A. Convention at Williamsburg will appear in the June Forum.

What do you mean by "considerable" fame as a writer, Talmage? What has Kathleen Norris got that I haven't got? Or Ernest Hemingway or Eddie Guest? Must you put in doubtful adjectives like that?

What do you mean by saying the entire output of my prolific pen (I am looking "prolific" up too) will appear in the Forum? It will not; only that portion of my prolific output relating to architectural subjects. In conclusion, my report on the A.I.A. convention will **not** be in the June "Forum" at all; it will be in the June "American Architect."

I don't want to be too hard on you, Talmage, so I will merely remark that undoubtedly you are part of the subversive movement to overthrow the American government, nail the red flag to the White House flagpole and put all non-Aryans to the sword. In fact it wouldn't surprise me a mite to learn that you voted for Andy Morison instead of me. How much Russian gold do you receive for writing these bitter attacks upon me?

Aside from the few points I have mentioned, the article was correct in the other details; that is, my name actually is Roger Allen, and I'm writing regularly for the Forum. Try as you will, a certain amount of accuracy is bound to creep in.

Probably you do not realize the effect that such insinuations of yours have on a sensitive artist. After reading that Bulletin I was in pitiable shape. (In fact my shape is nothing to excite Hollywood even now.) I could eat only three times a day and never slept more than ten hours a night. You will realize that my health was imperilled when I tell you that I looked so bad I was even mistaken for a REPUBLICAN!

I hope you're satisfied.

Roger Allen.

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John J. Caton Declares

Scientific testimony that the safety bathtub developed by the Plumbing Ware Division of the Briggs Manufacturing Company approaches a definite "non-skid condition in direct proportion as non-skid automobile tires" was given in a statement by Prof. John J. Caton, nationally known physicist and director of educational research for one of the largest units of the automotive industry.

Prof. Caton declared that the serpentine embossed bottom of the safety tub reduces the hazard of slipping because the "weight of the body presses the flesh of the foot down and into the indentations which serves to retard motion."

Prof. Caton pointed out that a "perfectly smooth tub bottom, when filmed with soap, in contact with human feet of varied shapes and contours, would not, because of its condition, produce a vacuum between foot and tub bottom that might have a retarding effect." He continued: "Should the wet bottom be free of soap film, the foot exudes secretions which act as a lubricant and not a detergent which would retard motion. It is illuminating to note that the most effective non-skid thread parallels the Briggs tub bottom identically. After years of experimentation, it has been established that

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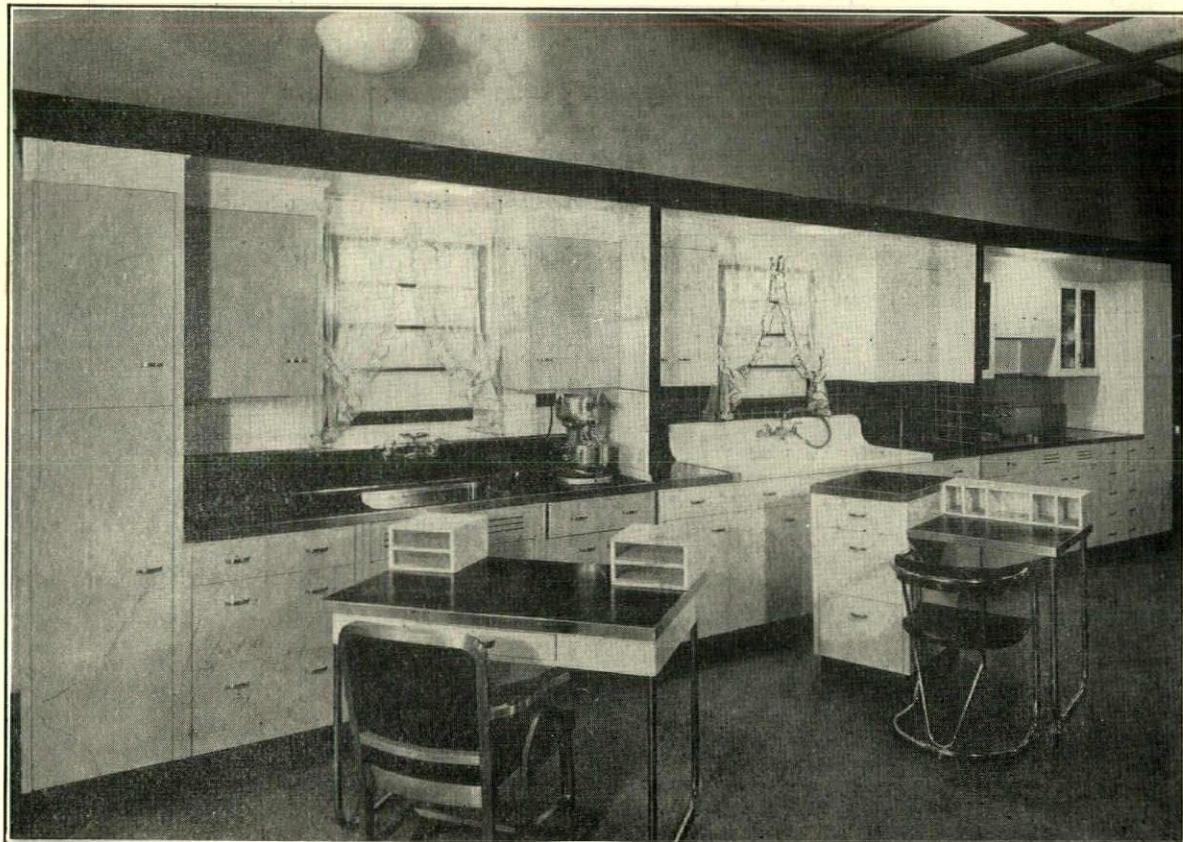
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WEEKLY BULLETIN



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Vol. 10

DETROIT, MICH., June 23, 1936

No. 25

LADIES' LITERARY CLUB BUILDING TO BE IN U. S. SURVEY

From The Ypsilanti Press

A staff of eight men, supervised by F. Orla Varney, a Detroit architect, and including a photographer, is making an exhaustive survey of the Ladies' Literary Club, formerly the Grant home. This Historic American Building survey is being conducted by the United States Department of the Interior and sponsored by the Library of Congress and the American Institute of Architects. The measurements, drawings, photographs and other data will be filed in the Library of Congress and be so comprehensive that the building could be reproduced at any future time. The work is being financed by the WPA and continues the project begun two years ago. It was started last February and will be continued until September.

interest, but there will be pictures of the entire club, and all changes such as partition removals will be noted.

The survey undertakes the study of only such buildings as were built before 1860 and possess merit and such as have not been already surveyed.

Mr. Varney stated that the project would include the old fort at Mackinac. Of the Detroit buildings studied he spoke with special enthusiasm of the old Mariner's Church, Woodbridge at Woodward Ave., which is still maintained, having been used the past Easter season.

It is probable that the photographs and findings of the survey will be exhibited for ten days at the Detroit Institute of Arts before being filed in Washington for preservation, educational purposes and to afford means for reproducing any of the buildings at a future time.

Architects' Luncheon
INTERCOLLEGiate ALUMNI CLUB
13th Floor, Penobscot Building
Tuesday, June 23rd, 12:30 p. m.

The whole of Michigan is being worked over.

The club house is found to have considerable interest; the stairway has received favorable comment; much of the interior woodwork in white pine has no knots; the hanging of some little blinds in a room on the second floor is very unusual and curious. Only the original brick structure is of

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439 Penobscot Bldg., RANDOLPH 5500

Edited by E. J. Brunner

ASSORTED "FIRSTS"

FIRST IMPORTANT EVENT: The Builders' and Traders' Exchange Picnic at Put-In-Bay, Thursday, June 25. S. S. Put-In-Bay leaves the foot of First Street at 9 A. M. Tickets may be purchased at the dock; adults 75c, children 40c.

FIRST TICKETS for picnic sold to Calvert Fuel and Supply Co., 8710 Joseph Campau Ave. Preliminary estimate is that 700 adults will make the trip. No estimate on number of children.

FIRST PRIZE donated by the Bullock-Green Hardware Co., 2554 Michigan Ave. The prize is a coaster wagon. The Western Waterproofing Co. keeps up its custom of donating a cash prize for the Bean Guessing Contest. Detroit Steel Products makes its first contribution, printing the 5,000 picnic tickets. Kotcher Lumber Co. donates one lawn chair; L. L. McConachie Co. donates one chromé swinging faucet for kitchen sink; United States Gypsum Co. donates two five dollar J. L. Hudson purchase certificates; Mitchell Smith Cork Co. donates two inside measure tape rules; John Beyster and Sons Co., cash \$5.00; Maul Macotta Corporation, two cast stone flower pots; F. M. Sibley Lumber Co. donates five dollar golf club; Schuster Equipment Co., \$2.00 cash; John R. Fuel and Supply Co., \$2.00 cash; Toledo Plate and Window Glass Co., one mirror; Howard Davidson Lumber Co., one gallon paint; Kullen Fuel and Supply Co., two tons driveway stone; Travis Bros., ten yards of sod. Many more prizes are expected to be reported.

FIRST REGRET SENT IN: Mason P. Rumney called to let us know he will not be at the picnic but that day will be sailing in the Bermuda Yacht race on the "Meridian," owned by "Knights of Toledo."

FIRST STATEROOM APPLICATION from W. E. Wood Co. There are ten staterooms on the boat. All have been reserved. Not in any special order they will be occupied as follows: W. E. Wood Co., Builders and Traders Committee, Albert Beever, Detroit Lumber Co., Producers' Council, Grand Rapids Plaster Co., American Gypsum Co., Huron Portland Cement Co., Calvert Fuel and Supply Co., Roofers and Sheet Metal.

FIRST NEW IDEA FOR PICNIC: Aluminum Co. of America's own Paul Marshall has a stunt worked out which we believe will create intense interest on the boat trip and will result in a general acquaintanceship. Paul is supplying all the necessary equipment and giving a fine prize for the winner.

FIRST ORDER FOR EXTRA COPIES OF THE BUYERS' GUIDE came from the Kroger Baking and Grocery Co. Copies of this book were mailed to 3000 firms in and out of the industry. Within half an hour after Kroger's received their book they called for two more.

FIRST ARCHITECTURAL FIRM TO CALL FOR EXTRA COPIES: Donaldson and Meier.

FIRST PATRON OF BOOK TO ASK FOR RESERVATION OF HIS SPACE POSITION FOR NEXT ISSUE: Nowicki Construction Co.

FIRST ADVERTISEMENT IN THE BOOK was sold to Esslinger-Misch Co.

FIRST INFORMATION CALL came from the Wayne County Medical Association. They received a book and looked in it for "Public Address Systems," none being listed they did as the book directed, calling us. In the next book which will be started approximately January 1, 1937, members

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should take more listings. This really can be made into a remarkably valuable book.

FIRST CONSTRUCTIVE CRITICISM OF BOOK from A. G. Ofenstein who says it should be shorter, wider and fatter.

FIRST MISTAKE FOUND IN BOOK is the heading, PLASTERBOND DAMPROOFING which reads erroneously "Plasterboard." Please correct your book.

FIRST COMPLIMENT FOR BOOK came from ourselves. We all like it very much.

FIRST NEW MEMBER SINCE BOOK WAS PUBLISHED is the Aluminum Company of America. That's starting right out with the "A's," boys. Now let's get a lot of "B's" and through to the "Z's."

FIRST MEMBER OF EXCHANGE TO ANSWER OUR BULLETIN ABOUT TRAINING APPRENTICES FOR THE BUILDING TRADES was Robert McFate and he is helping get us lined up on this very important subject.

FIRST VACATION for member of staff went to Jane Cooper who holds down the chair in front of the switchboard. And when we say switchboard we mean a busy one with its trunk lines all jammed with business most of the time.

FIRST MAN ON THE BOAT FOR THE PICNIC WILL BE???

BUCKERIDGE & SON

Mr. Roy Buckeridge, who is well and favorably known to the architects of Detroit, is back with his father in the firm of H. Buckeridge & Son, plumbing and heating contractors.

The firm has done work on many of the fine homes in Detroit, operating principally through architects' offices.

PROFESSOR BAILEY GOES TO YALE

You have probably heard, since it is no longer a secret, that Professor Roger Bailey is leaving the College of Architecture, University of Michigan. He is to teach advanced design at Yale University.

Subsequent to graduation from Cornell, Mr. Bailey won the Paris Prize, which took him to Europe for three years, where he did some work at the Ecole des Beaux Arts. Later, he won, with Eric Gugler of New York, the first prize in the Chicago War Memorial Competition participated in by many national leaders. After considerable office experience as a designer, he came to Michigan, where his fine spirit of cooperation and his ability, and the inspirational nature of his work probably helped to account for some of the distinctions won by students there during the past few years.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—D. M. Sidder, 9350-52 Jos. Campau. Contract let to Adler Construction Co.

Same.—Aronsson Ptg. Co., 1536 West Lafayette Blvd. Nothing to report as yet.

Same.—Preparing plans for 2,000 seat theatre and stores, Harper and Chalmers.

Same.—Westown Theatre, Fenkel and Wyoming General, Henry Martens Co.; plumbing, heating and stoker, Maurice Garellick Co.

Same.—Two story and basement mercantile building, Grand River near Oakman Blvd. Bids due June 27 on architectural and electrical trades. completed.

Same.—Contracts on Trenton Theatre: Linoleum, Brooks Co.; finish hardware, Wolverine Hdwe. Co.; sign, marquise, E. A. Long Co.; theatre equipment, Twin City Scenic Co.; seating, Irwin Seating Co.; lighting fixtures, Vim-lite Co., N. Y.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Bids due June 19 on gym, Pinconning, Mich.

Same.—Plans for alt. to Theatre, Rochester, Mich.

Same.—Plans for 2,000 seat theatre, cor. Warren and Miller Road. Bids closed.

Same.—One story attorney's office building, Michigan Ave., East Dearborn, 21x90. Stone front, wood panelling, cinder block, linoleum floors. Contract let to Lawrence Curtz.

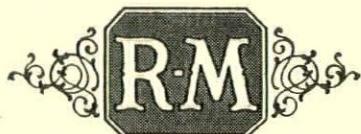
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Same.—Plans for remodeling of Gladwin Theatre, Detroit, completed.

Same.—Plans for addition to Greenville High School. Band room and hand ball court, 30x95', completed. Taking figures.

Same.—Plans for alteration and addition to theatre, Standish, Mich. Completed shortly.

Dichl, Geo. F., CH. 7268.—Preliminary drawings on Warehouse No. 6. Six stories, 85x210, completed.

Same.—One-story warehouse, 35x122 for Otten Bros. Co., east side of Richmond, north of East Grand Blvd. Contract let to Bennage-McKinstry.

Haas, Geo. J.; Hughes, Talmage C., Associates, 120 Madison Ave., CH. 7660.—Preparing plans for 2 story and basement store and apartment, 20x50. Solid brick, Stran-Steel joists and partitions, structural glass front. North side Mack Ave. between Yorkshire and Bishop. Owner, Van Park Cleaners. Ready for sub bids about one week.

Hughes, Talmage C., 120 Madison Ave., CH. 7660.—Electrical work on residence for Francis D. Tait at 12 Meadow Lane let to Robert Johnston.

Same.—Contracts on residence at 44 Meadow Lane let as follows: Masonry, Leto Bldg. Co.; plastering, Robt. DeBaptiste; glass, Schroeder Paint & Glass Co.; electrical, Robt. Johnston; sheet metal, J. H. Wallace & Son; tile, Aldino Fabbri; plumbing, Simmons-Spore Co.; heating, Gar Wood Industries; lawn sprinklers Brooks Lawn Sprinkler System; incinerator, Detroit Incinerator Co.

Hunter, W. E. N., 1010 Donovan Bldg., RA. 4036.—Bids closed on res. Huntington Woods, for Stewart Gayney.

Same.—Taking figures on heating for East Grand Blvd. Episcopal Church.

Hyde, Arthur K., 318 Woodward-Blvd. Bldg., MA. 0803.—Preparing plans for residence, Bretton Drive, Rosedale Park.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Residence, Santa Barbara Drive. Figures closed.

Same.—Plans for 2 story res., Linwood and Grove. Bids closed.

Same.—Revised plans on store building, Van Dyke and Harper. Contracts let soon.

Same.—Bids closed on cafe, Plymouth Road.

Same.—Preparing plans for 3 stories—Recreation room in basement, 43x100. Brick and steel construction, Jos. Campau Ave.

Same.—Bids due June 27 on 3 stories, basement, fireproof building, 59x44. Stoker, steel construction. N. W. corner Palmer and Woodward. Owner, Gleaners' Inc. Society.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Preparing plans for residence for Max M. Gillman. Five master bedrooms, 3 car garage, Bloomfield Hills, Mich.

Same.—Making sketches for 2 hunting lodges, Metamorra, Mich.

Same.—Residence for Herbert Trix, Fisher Road and Jefferson. Bids closed.

Lyndon & Smith, Robert Oakman Bldg.—Bids close June 29 on Northville Grade School, PWA project.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Preparing drawings for Detroit College of Law and Y. M. C. A. offices, Elizabeth St.

Geo. Y. Masson, 1005 American Radiator Bldg.—Bids closed on 2 story frame residence, 37x31 and

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2 car frame garage. Location lot No. 192, West Side Wedding Road, Bloomfield Village. Owner, Mr. Jones B. Shounon.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Preparing plans for addition to Evangelical Deaconess Hospital, 125x44, five stories.

Same.—Taking figures on transformer room, Tivoli Brewing Co.

Same.—Primary Station for Tivoli Brewing Co. General, Stibbard Constr. Co.; electrical, Jno. Busby.

Same.—Alley paving, Tivoli Brewing Co. Taking figures.

Mildner & Eisen, C. L. T. Gabler, Associates, RA. 7850.—Plans for residence for James Lafer completed. Taking figures.

Smith Hinchman & Grylls, 800 Marquette Bldg., RA. 8825.—Preparing plans for school for Children's Home, Mt. Clemens, Mich.

Tilds, Paul, 602 Hoffman Bldg., CA. 2610.—Residence with attached garage, Oakman Blvd. Figures by invitation.

Weeks, Harry F., 133 E. Dreyton, Ferndale.—Taking figures on frame residence and garage, 13 Mile Road east of Telegraph Road.

Weidmeir & Gay, 112 Madison Ave. RA. 1047.—Figures on residence, 50x60, Sherwood Forest, closed.

Same.—Figures on garage and Service Station, N. W. corner Chicago Blvd. and Dexter closed.

Wright, D. Allen, LA 4572, 133 W. Gd. Blvd.—Residence, Tourainne Road, Grosse Pte. Plans being revised.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Remodeling front, Baldwin Theatre. Contract for sign let to General Electric Co.

Same.—Residence for Mr. Geo. Haggerty. Bids closed June 22.

Same.—Figures on front for Farnum Theatre, Jos. Campau between Hanley and Jacobs, closed.

Same.—Alteration to 1444 Field Ave. changing from single to duplex. Bids closed.

Same.—Work started on residence for Mr. Chayne, Woodcroft Sub., Flint.

Same.—Preparing plans for residence for Mat. Davidson, Woodcroft Sub., Flint, Mich.

FISK WILL REPRESENT BRIGSTEEL IN NEW YORK

Livingston A. Fisk, for ten years sales manager of the New York territory for the Chicago Faucet Company, has been appointed regional manager in New York for the Plumbing Ware Division of the Briggs Manufacturing Company, it was announced by Don D. Smith, director of sales.

Mr. Fisk is a graduate of the Yale Sheffield Scientific School and has had a wide experience in the plumbing business. His New York offices are located at The Architect's Sample Corporation, 101 Park Avenue, where an attractive display of Brigsteel Beautyware is on display.

Maurice V. Rogers

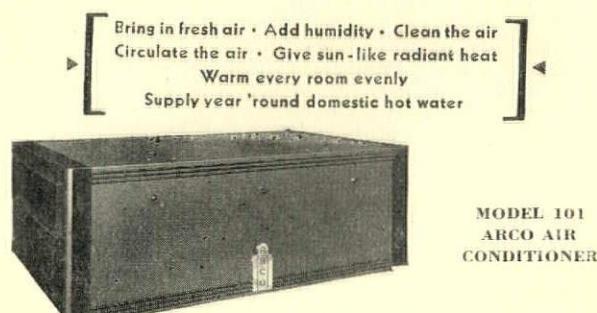
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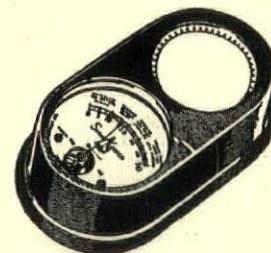
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TO ATTEND CONFERENCE ON SCHOOL BUILDINGS

The National Advisory Council on School Building Problems will hold the first of a series of conferences at the University of Michigan on June 22 and 23.

The conference will be attended by members from the Great Lakes Regional Council. W. C. Malcomson, a member of the Council, has been invited to attend, as have Ralph Calder and H. A. Fowler of the office of Malcomson and Higginbotham.

The purpose of this conference, which is under the auspices of the United States Department of the Interior, Office of Education, is to determine what studies in the school building field should be undertaken, and how they can be carried on and published so as to be of practical value to superintendents and architects within the current year.

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"Personal Maid's Secret"

SUN.—MON.—TUES. JUNE 28—29—30
H. G. Wells' "Things To Come"
Latest Issue of "March of Time"

ENGINEERING FOUNDATION INCORPORATES

Articles of Incorporation of The Rackham Engineering Foundation were filed June 12, 1936, in the offices of The Michigan Corporation and Securities Commission by Standish Backus, Alex Dow, Edsel B. Ford, Bryson D. Horton and William S. Knudsen, who are Trustees of the Corporation appointed for life. The new corporation will have title to the \$500,000.00 Endowment created by the Horace H. Rackham and Mary A. Rackham Fund for the benefit of the engineering professions and allied arts and sciences in the Detroit area, and for the assistance of the public in meeting engineering problems.

Under the plan adopted, the net income from the Endowment will be paid to The Engineering Society of Detroit, incorporated April 15, 1936. The purposes of this Society are educational and scientific. Its aims will be to aid the public to solve civic questions involving engineering problems, to encourage research in the investigation of engineering questions of public interest, and finally to provide in its headquarters library service, lectures, publications and instructions on subjects tending to increase the technical skill and social usefulness of the members. It is expected that all of the societies and groups in the engineering and allied fields together with their members will become affiliated with The Engineering Society of Detroit.

The Rackham Engineering Foundation will have a discretionary right to permit a portion of the Endowment to be used to provide a permanent headquarters for The Engineering Society of Detroit. It will also have power to assign a portion of the income, not exceeding 25 per cent thereof per year, to pay the expenses of studying, investigating and exploring the practicability or wisdom of any proposed, contemplated or partially constructed public project in Detroit or vicinity involving engineering skill, judgment or knowledge, and of reporting to or advising any public body, commission or authority thereon.

The Directors of The Engineering Society of Detroit are John H. Hunt, president; Harold S. Ellington, first vice president; James W. Parker, second vice president; Clair W. Ditchy, secretary; Ellsworth J. Burdick, treasurer; William D. Cameron, Martin R. Fisher, Clyde R. Paton and David Segal. John W. Kennedy was appointed assistant treasurer and Ernest L. Brandt, managing secretary.

The president of The Engineering Society of Detroit and the most immediate predecessor president will be ex officio members of the Board of Trustees of the Foundation. Under such arrangement, John H. Hunt will serve as a Trustee, and also Ellsworth J. Burdick until there is a predecessor president.

The late Horace H. Rackham accumulated his fortune as a director of the Ford Motor Car Company and as a result of engineering skill applied to the automotive industry. It was a recognition of this fact that prompted the Board of Trustees of the Horace H. Rackham and Mary A. Rackham Fund to create this Endowment.

For the present, at least, the headquarters of the Society and of the Foundation will be maintained in the Hotel Statler, Detroit.

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**1936 COMPETITION FOR THE GEORGE
G. BOOTH TRAVELLING FELLOWSHIP IN ARCHITECTURE**

The George G. Booth Travelling Fellowship in Architecture will again be awarded by competition this spring. The present income from the fellowship fund is \$600. The competition is open to unmarried men whose thirty-first birthday comes on or after June 22, 1936.

Candidates must be graduates in architecture of the University of Michigan, and should have completed in residence substantially the last two years of the four or five year course. Candidates who are employed will probably find it necessary to give up their office work during the duration of the competition in architectural design, since this will be based on a time-limit problem. Candidates resident in Michigan will come to Ann Arbor; those living elsewhere should, before applying, arrange with a local architect in order to make the preliminary sketch in his office under his general supervision.

The program will be handed to candidates on Monday, June 22, when the preliminary sketch is to be made in twelve consecutive hours. The problem is then to be developed, and is to be submitted on Friday, July 3, 1936.

All drawings must be made by the competitor without criticism or help, while the preliminary sketch is to be made without the use of reference material. All competitors will have the same amount of time after receipt of the program. For candidates living in other states, the programs will be sent to and given out by the architect acting as local representative of the University of Michigan.

The completed drawings are to be sent in a mailing tube with the registered post office or express receipt dated July 3.

The scholarship has been announced in the architectural press and this statement will be sent to all who announce their candidacy. It is hoped that those receiving the announcement will spread information about the Fellowship among their friends.

Those intending to compete should write as soon as possible to the College of Architecture, University of Michigan.

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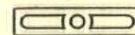
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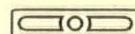
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GILBERT U. RADOYE NAMED PUBLICITY DIRECTOR FOR GAR WOOD INDUSTRIES

Gilbert U. Radoye, well-known publicist, advertising and merchandising man, has been placed in charge of publicity of the various divisions of Gar Wood Industries, Inc. The announcement of Mr. Radoye's appointment as publicity director was made by Mr. Logan Wood, vice president and general manager of the company.

Mr. Radoye came to Gar Wood Industries from a national advertising agency. In the past, he directed publicity for many of the nation's leading manufacturing corporations. The divisions for which Mr. Radoye will handle publicity include the Gar Wood hydraulic hoist and dump body, truck and trailer tank, winch, crane and pole derrick, roadbuilding machinery, heating and air conditioning, automotive and motor coach divisions, it was stated.

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ON ART SCHOOL BOARD

Antoine B. Campau, member of the architectural firm of Robinson & Campau of Grand Rapids, has been elected to the board of trustees of the David Wolcott Kendall Memorial School of Art in that city. He succeeds Harry M. Taliaferro, who resigned because of the press of other duties. Campau is a graduate of the Massachusetts Institute of Technology and has studied in France and Italy.

MORGAN

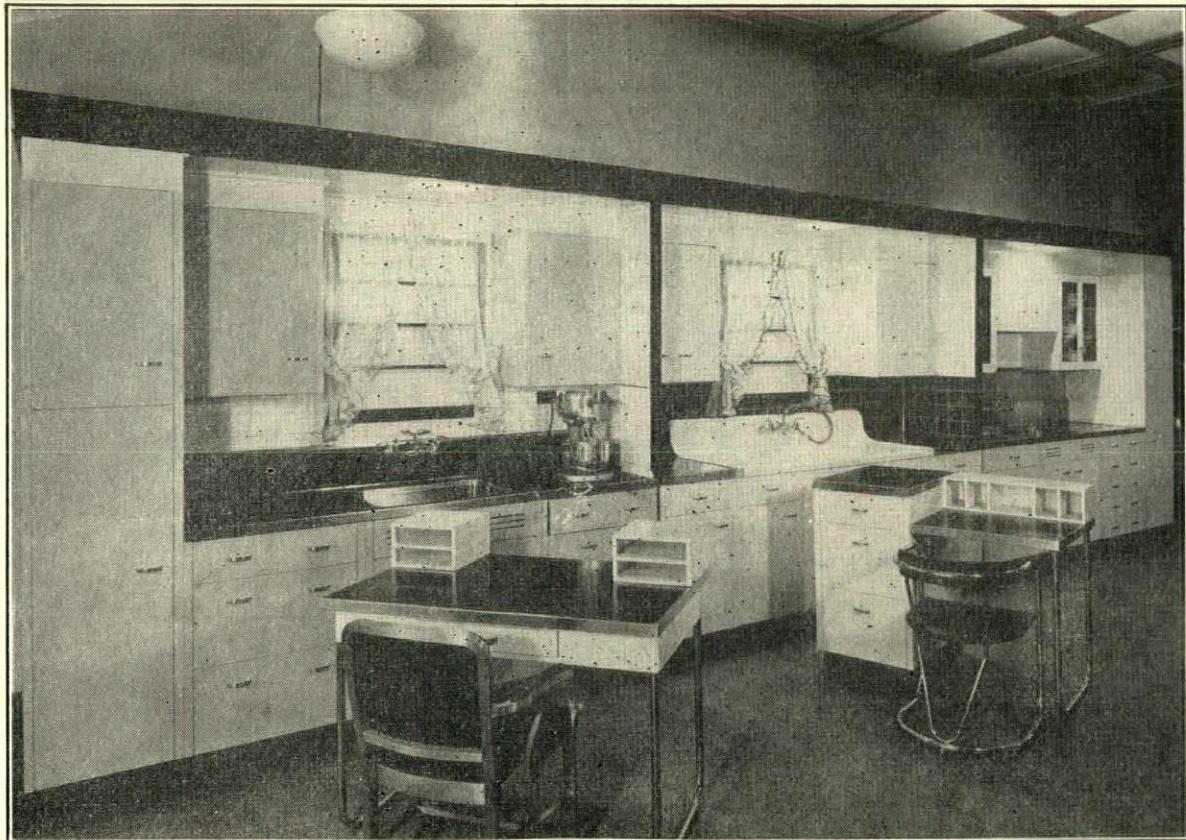
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WEEKLY BULLETIN

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Vol. 10

DETROIT, MICH., JUNE 30, 1936

No. 26

LIGHT BECOMES ARCHITECTURAL

Functional and Scientific Angles Combined with Decorative Use

Light is becoming architectural, functional and scientific as well as decorative. As soon as scientists, engineers, architects and decorators began asking themselves if light couldn't be measured and adjusted to its uses, they conceived the idea of building light right into the house just as doors and windows are.

No longer does room lighting come only from an obvious source, such as a chandelier, lamp or bracket. It may be spilled from a cornice or from behind glass panels or mirrors. Each light introduced into a room is placed with a definite purpose to which it is exactly suited. The placement is not haphazard and the quantity of illumination is scientifically calculated for every occasion.

Decorative Light

The general illumination of a room is the first thing to be considered. When that has been decided upon, the local or directed light for reading, sewing and other particular tasks is chosen. Decorative lighting, such as projector lights which will outline specific objects on special occasions, can be considered when the final plans are made.

General illumination often comes from panels of glass which are built into the ceiling. These may be rectangular strips or ovals of opal glass set flush. Cylinders of glass fastened together with chromium bands, shed diversified light in long hallways. Floor lamps with indirect lighting systems, are still another method.

Cove Lighting Used

Cove lighting is used in many new houses. In this architectural lighting arrangement bulbs, which are concealed in a recess in the ceiling, throw the light against the adjoining wall from which it

is diffused through the room. Dressing table alcoves often are lighted from behind panels of frosted glass which are built at either side of the mirror. To achieve a soft glow in any room, tubular wall lights of metal and glass are used.

For specific lighting there are cylindrical lights with chromium shades which may be installed above desks, stoves, beds or dressing mirrors. Cove lighting can be used in the library bookshelves. It not only brings out the titles of the books but makes them a decorative feature at night as well as in the daytime.

Architects' Luncheon

INTERCOLLEGiate ALUMNI CLUB

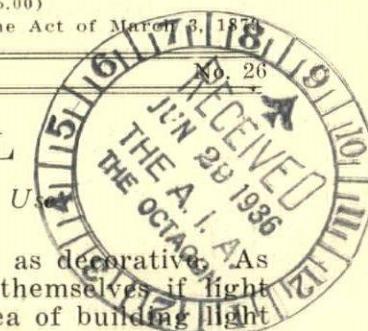
13th Floor, Penobscot Building

Tuesday, June 30th, 12:30 p. m.

Outlining With Light

The secret behind the projector light, used to illuminate many famous paintings and statues in museums, is an inner stencil of the object to be outlined with light. This is made by taking a photograph of the particular object through the lens to be used on the projector light and from the spot where it is to be placed. A cutout is made from this picture and placed within the light so that the rays, passing through the outline, are directed in that pattern.

(Continued on Page 8)



BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

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Edited by E. J. Brunner

The Issue

The full cooperation of the Detroit School System will be given to the Builders' and Traders' Exchange and to other organizations of the construction industry which join in on the contemplated program of training apprentices in the building trades.

The next meeting of the Board of Directors of the Exchange will continue this subject from the last meeting and a representative of the school system will be present. The next step will be the formation of an industry committee of approximately five men to arrange the program.

Some time ago in this bulletin we stated that the training of apprentices is the most important problem for us in the industry to tackle.

Further investigation into this problem reveals that those words were not strong enough. TRAINING SKILLED TRADES IS THE ISSUE TODAY. If we don't do it we shall suffer demoralization.

The whole problem of labor, no matter what angle looked at, rests upon a supply of man power, especially of skilled trades. The continuance of the American Plan in Detroit rests squarely upon this. It would be mere idle wasting of money and time to approach the labor problem from any other angle. If the problem is approached from any other angle, and the training of apprentices ignored, we are licked before we start.

We do not contemplate that this handling of the apprentice problem will cost the industry any large amount of money to be poured into the hopper of any organization. The cost will come through the INDIVIDUAL FIRM'S TIME AND MONEY SPENT IN TRAINING APPRENTICES.

These apprentices must be trained in conformity with the best thought of the employers of the different trades. In so far as we are going into this movement, we are going in frankly from the INDUSTRY'S STANDPOINT. It is the employers who must train the apprentices, and our committee in conjunction with the school system will prescribe the conditions.

It behooves every employer of skilled trades in our industry to prepare for this training and to take an active part in this from the very start. You can afford to spend on this movement through your individual efforts better than you can afford to try to cope with the problems of labor in any other manner.

By training skilled trades along right lines and under right methods in our own business organizations will enable our industry to go on functioning with an "even keel" as regards labor. Imagine the folly of trying to cope with any labor situation involving any skilled trade if there is a lack of men in those trades.

And, mind you, that lack of skilled trades is growing more acute each day. When the construction industry swings back further toward normal scope of operations, this lack of skilled men is going to render us futile. We shall not know where to turn. We shall be forced to meet any demand. Therefore it cannot be too strongly emphasized that what we are trying to get across to you is the most serious problem for you to consider at this time—and it will be still more tomorrow.

There will be more important news about this subject from now on, and we at this time welcome your cooperation in the forming of our plans.

There is no one in the industry unaffected by this problem. Consequently, we expect the cooperation of everyone. The more of that we get now, the easier it will be in two or three weeks to start the signing on the dotted line for the actual starting of this important work. Tell us at your leisure what you think about this problem and about how far you will go along.

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**TO MICHIGAN CONSTRUCTION
LEAGUE**

June 18, 1936

**TO THE MEMBER ASSOCIATIONS
AND STATE GROUPS**

Gentlemen:

Since our last bulletin a month ago in which we reported that the House failed to provide funds for Public Works Administration projects the situation has taken a decided turn for the better.

The Senate inserted a provision allowing the use of \$300,000,000 for PWA grants through the revolving fund operated in conjunction with RFC. This Senate amendment was returned to the House for vote and I am happy to tell you that it was adopted with very little opposition. All that now remains is the signature of the President and consequently the bill will become law before the end of the week. For your information I am enclosing a copy of the PWA amendment as adopted; on the basis of the 45% grants it will allow a program of non-federal Public Works of between \$500,000,000 and \$650,000,000.

This accomplishment is due entirely to your efforts and I want to extend the congratulations of the Construction League and the other national groups to you on your excellent cooperation. Late in March, when the League's Public Works Committee was formed the sentiment was decidedly against continuing PWA. The telegrams and letters which you have sent to your Senators and Representatives have absolutely reversed this sentiment in the period of several months and the industry is now assured of a continued volume of Public Works projects.

The thanks of the industry are due particularly to representative Beiter and Senator Hayden who led the fight for PWA funds on the House and Senate sides. We would appreciate it if you would drop a line to these two men expressing the thanks of your group for their splendid efforts, and to your Senators and Representatives who have supported the movement.

Again, with thanks and kind regards,

Sincerely yours,

J. P. HOGAN, Chairman
Public Works Committee
Construction League of the U. S.

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Taking figures on Pansy Shop, 5444 Michigan Ave. Bids by invitation.

Same.—Aronsson Ptg. Co., 1536 West Lafayette Blvd. Nothing to report as yet.

Same.—Preparing plans for 2,000 seat theatre and stores, Harper and Chalmers.

Same.—Two story and basement mercantile building, Grand River near Oakman Blvd. Bids due June 27 on architectural and electrical trades.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Bids due June 19 on gym, Pinconning, Mich.

Same.—Plans for alt. to Theatre, Rochester, Mich.

Same.—Plans for 2,000 seat theatre, cor. Warren and Miller Road. Bids closed.

Same.—Plans for remodeling of Gladwin Theatre, Detroit, completed.

Same.—Plans for addition to Greenville High School. Band room and hand ball court, 30x95', completed. Taking figures.

Same.—Plans for alteration and addition to theatre, Standish, Mich. Completed shortly.

Diehl, Geo. F., CH. 7268.—Working drawings on Warehouse No. 6. Six stories, 85x210, completed.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for power house extension for local manufacturer. Owner's name withheld.

Same.—Preparing plans for foundry extension for local manufacturer. Owner's name withheld.

Same.—Preparing plans for extension to press shop for local manufacturer. Owner's name withheld.

Same.—Preparing plans for alterations to foundry building in Northwestern Ohio.

Same.—Preparing plans for reinforcing two bridges for D. S. R.

Same.—Preparing plans for coil conveyor tunnel between cold mill and pressed steel building at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for two additional substations to serve foundry at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for installation of two electrical holding furnaces in foundry at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for wirepickling installation in Steel Mill at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for switch gear installations to serve foundry at Rouge Plant of Ford Motor Company.

Haas, Geo. J.; Hughes, Talmage C., Associates, 120 Madison Ave., CH. 7660.—Preparing plans for 2 story and basement store and apartment, 20x50. Solid brick, Stran-Steel joists and partitions, structural glass front. North side Mack Ave. between Yorkshire and Bishop. Owner, Van Park Cleaners.

Same.—Preparing sketches for alteration of bank building for florist's shop. Grand River and 14th.

Hughes, Talmage C., 120 Madison Ave., CH. 7660.—Residence at 44 Meadow Lane—Carpentry let to Atkin & Stock; painting, Andrew Maglia & Associates.

Hunter, W. E. N., 1010 Donovan Bldg., RA. 4036.—Bids closed on res. Huntington Woods, for Stewart Gayney.

Same.—Taking figures on heating for East Grand Blvd. Episcopal Church.

Hyde, Arthur K., 318 Woodward-Bldv. Bldg., MA. 0803.—Preparing plans for residence, Bretton Drive, Rosedale Park.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Residence, Santa Barbara Drive. Figures closed.

Same.—Plans for 2 story res., Linwood and Grove. Bids closed.

Same.—Revised plans on store building, Van Dyke and Harper. Contracts let soon.

Same.—Bids closed on cafe, Plymouth Road.

Same.—Preparing plans for 3 stories—Recreation room in basement, 43x100. Brick and steel construction, Jos. Campau Ave.

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Same.—Bids due June 27 on 3 stories, basement, fireproof building, 59x44. Stoker, steel construction. N. W. corner Palmer and Woodward. Owner, Gleaners' Inc. Society.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Preparing plans for residence for Max M. Gillman. Five master bedrooms, 3 car garage, Bloomfield Hills, Mich.

Same.—Plans for 2 hunting lodges, Metamorra, Mich. One for J. J. Phelan and one for John Owen.

Same.—Residence for Herbert Trix, Fisher Road and Jefferson. Being re-figured.

Lyndon & Smith, Robert Oakman Bldg.—Bids close June 29 on Northville Grade School, PWA project.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Preparing drawings for Detroit College of Law and Y. M. C. A. offices, Elizabeth St.

Geo. Y. Masson, 1005 American Radiator Bldg., CH. 1628.—Bids closed on 2 story frame residence, 37x31 and 2 car frame garage. Location: Lot No. 129, West Side Waddington Road, Bloomfield Village. Owner, Mr. Jones B. Shannon.

Same.—Bids closed on residence for Lewis F. Moody, Jr. Location: Lot 64, Birmingham Park, Birmingham, Mich.

Mildner & Eisen, 924 Hammond Bldg., RA. 0828.—Preparing plans for addition to Evangelical Deaconess Hospital, 125x44, five stories.

Same.—Alteration on Transformer Room, Tivoli Brewing Co. General—Stibbard Constr. Co.

Same.—Alley paving, Tivoli Brewing Co. Taking figures.

Mildner & Eisen, C. L. T. Gabler, Associates.—Plans for residence for James Lafer completed. Taking figures.

Smith Hinchman & Grylls, 800 Marquette Bldg., RA. 8825.—Addition to Daisy Mfg. Co. Bids due June 30th.

Tilds, Paul, 602 Hoffman Bldg., CA. 2610.—Residence with attached garage, Oakman Blvd. Figures by invitation.

Weeks, Harry F., 133 E. Dreyton, Ferndale.—Taking figures on frame residence and garage, 13 Mile Road east of Telegraph Road.

Weidmeir & Gay, 112 Madison Ave. RA. 1047.—Figures on residence, 50x60, Sherwood Forest, closed.

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Same.—Figures on garage and Service Station, N. W. corner Chicago Blvd. and Dexter closed.

Wright, D. Allen, LA 4572, 133 W. Gd. Blvd.—Residence, Touraine Road, Grosse Pointe. Plans being revised.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Remodeling front, Baldwin Theatre. Contract let. closed.

Same.—Residence for Mr. Geo. Haggerty. Bids closed

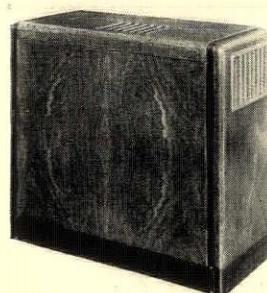
Sam.e—Farnum Theatre, Jos. Campau between Hanley and Jacobs. Contract let.

Same.—Alteration to 1444 Field Ave. changing from single to duplex. Bids closed.

Same.—Work started on residence for Mr. Chayne, Woodcroft Sub., Flint.

Same.—Preparing plans for residence for Mat. Davidson, Woodcroft Sub., Flint, Mich.

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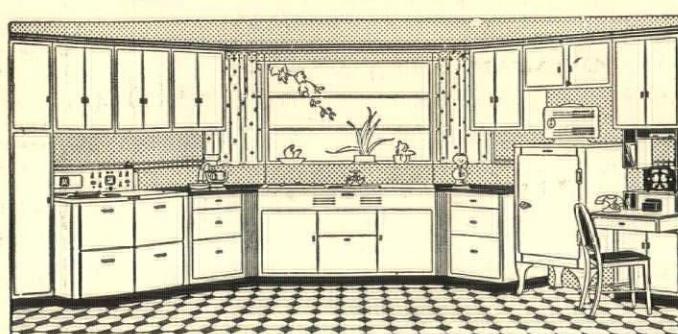
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A house to be a real home and look right on a hillside must be designed for its location. It must make the sloping ground an asset rather than a liability. Properly designed, a house on a hill can be made most interesting and unusual. The opportunity of different levels connected by short flights of steps is great. Everyone loves the unexpected in houses, and to go up a few steps to get to this room, and down a few steps to reach that, provides just this element.

If the slope is very abrupt, the ground level on one side may be a whole story higher than that on the other side. This allows entrances at both levels. Thus a house built on a lot that drops away from the street finds its front door on the second floor; and the visitor will go down stairs to the living room instead of upstairs to the bedrooms.

On a gentler slope where there is only a half-story difference in grade the whole house can be designed in half stories, following the grade. All sorts of possibilities exist on a hillside lot, and they should be taken advantage of, but only a skilled designer should attempt a plan for such a property.

PROFESSOR O'DELL SPEAKS ON HOME PLANNING

"The home of today must be more than just a place to live," Professor Frederick C. O'Dell of the University of Michigan, College of Architecture, recently told the Kiwanis Club at Jackson. He was introduced by Barry Frost, Jackson architect who studied under him.

"More and more persons are realizing the advantages today of engaging an architect to design their new homes, regardless of the intended cost," the professor said. "A few years ago no one thought of an architect unless the house or building to be built were to be large and elaborate. Today, largely because of the depression, the architect is called upon by nearly all classes.

"The government has tried to assist the architect during the depression through the housing program, together with a reduction in the number of larger houses being built during the past several years, has turned the architect's attention back to smaller homes.

"Previously thought to be prohibitive from a cost standpoint, it now is a well-known fact that architects, if competent, can save money for the builder of moderate priced homes.

"The architect must know his client. He is similar to the tailor who makes a suit of clothes. First of all the house, like the suit, must fit, both as to cost and design. Also, the house designed by an architect who has become specialized in home planning is better equipped to arrange a house with personality—one that fits the persons to live in it and one that blends with their lives."

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TRAFFIC HEADERS

Great devastation has been caused by floods. The remedy for flood destruction is not applied at the place of damage, but many miles distant. Floods represent water congestion in too limited waterways. Similar logic is applicable to transportation and traffic flow in our busy cities. Our streets are intended to serve transportation and traffic needs. As the transportation-traffic demands increase, provision must be made to meet these demands. The points of most troublesome traffic congestion may be relieved by applying some remedial measures at more distant places. Traffic congestion arises from misuse of streets or from trying to crowd more traffic through a street than is adequately provided for.

All cities have districts of intense traffic. Business or shopping districts, wholesale, transportation, industrial, marketing, shipping, recreation, etc., represent centers of traffic congestion. Each city has its own peculiar transportation and traffic problems to solve. Traffic Headers are simply logical means of trying to provide for increased traffic-transportation demands occasioned by intensive traffic centers. The purpose of a Traffic Header is to provide distributional and detour transportation facilities and to relieve traffic congestion. Usually a street can be widened where and as the intensive traffic demands, so as to provide Traffic Headers service.

Detroit's street plan and physical civic layout is rather unique. Its street pattern is such that its radial arterial highways and major thorofares tend to converge transportation to a small common central district. Great traffic congestion is the result. This congestion is further intensified because the main shopping, banking, office, and transportation centers are also within this district.

The City Plan Commission made provision for such Traffic Headers in the Master Thorofare Plan for the City. Hastings Street on the East, Second Avenue on the West, and between these two streets, Vernor Highway on the North, were planned to be 150 feet wide.

The City Plan Commission believes the best way to proceed toward central district traffic congestion relief is to construct these Traffic Headers, and realize their helpful influences on transportation and traffic before attempting any costly relief measures within these Traffic Headers.—The Planner.

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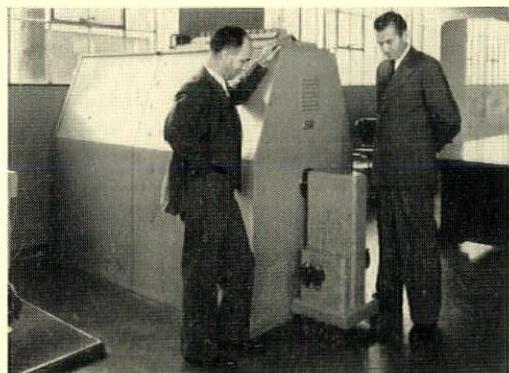
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(Continued from Page 1)

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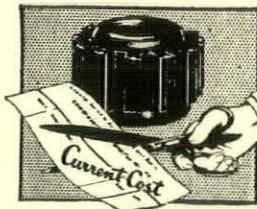
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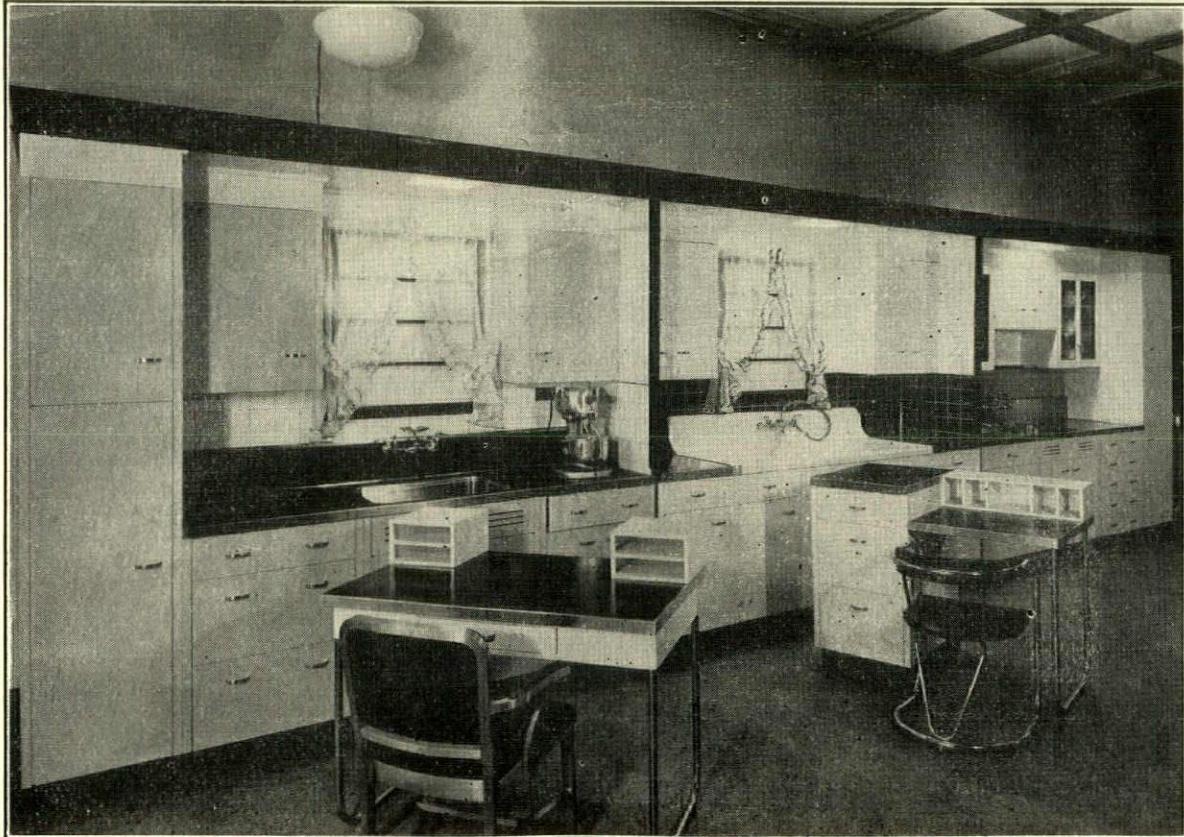
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